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the newsweekly for pharmacy

October 28, 1989

OVER THE COUNTER INSIDE

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Clinical series:  
lung function

Wholesalers hit the road

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# COMMENT

**A** few hard commercial facts are beginning to colour the furore caused by the revelation that Boots have been actively targeting residential homes, and promoting the Manrex controlled dosage system (CDS) as a safe and convenient method of administering drugs. The NPA has looked at the practical aspects of the system. It is costly and labour intensive, the Association says.

The dispute has at present remained within the profession, but in the wider arena — from the view of a social services department, or the manager of a residential home — what Boots are offering may present an improvement in the way medicines are handled in homes, and at virtually no extra cost to them. Crying "foul" in public will attract little sympathy for the independent chemist.

Boots must now be too committed to a substantial financial investment to change course. The Society's Ethics Committee may put the damper on any further promotion when it meets next week, but it is difficult to see how any backtracking could be effected. The unpalatable message must be that if one contractor is threatened with losing a residential home to another pharmacy (offering a

"better" package — although not all homes like CDS) then he will have to make a commercial decision on whether to invest and compete or not. This is the hard edge of the new competitive NHS.

At present pharmacists will be remunerated for servicing up to five homes. Having made the capital outlay it is difficult to see Boots sticking to that limit. To make the system pay it must be used. Boots have given little detail of how they intend to operate, but presumably there will be a central pre-packing operation forwarding cards to branches on request. If pharmacies are prepared to take less from NHS dispensing to provide volume turnover it leaves PSNC in a difficult position to improve on the homes and PMRs package next year.

The episode is giving Boots appallingly bad PR within the profession, for which they must in considerable part take the blame. Perhaps it is time the company made a more expanded statement than that of last week to clear the air? At least PSNC and the Pharmaceutical Society, who seem to be operating in ignorance of the company's intention, may be able to take a more objective view of what may potentially be an improved service for the patient.

# Growing PI market brings in Unichem

Unichem are to offer members a range of 60 best-selling parallel imported medicines from November 1 from the portfolio of Stephar (UK).

All Unichem depots will stock the PI range which will be available on the twice daily standard delivery at Stephar list price. Unichem say they are only stocking products for which they can meet the demand: Feldene, Becotide and Ventolin Inhalers, for example, have been excluded. Profit share will be available on top and there is no minimum order value.

Unichem say they are entering the market now because it has shown consistent growth, despite the Government's introduction of a 0.3 per cent levy in May 1988, and with continuing growth predicted, they can no longer afford to miss "considerable sales volume". Also, the PI scheme is another part of the company's attack on short-line wholesalers begun with the generics scheme launched at the beginning of the month.

In a survey of members one year ago, 62 per cent of PI users wanted further safeguards (45 per cent were non-users); 17 per cent and 24 per cent of users thought PIs would do considerable damage to pharmacy's reputation and British industry respectively (v 72 per cent and 63 per cent). While 70 per cent of users thought PIs should be stocked by a full-line wholesaler compared with only 25 per cent who did not — Unichem say the anti-vote has now fallen to 23 per cent.

Management services director David Walker says the survey showed members were substantially in favour of PIs and that there is a high demand for the products. The deal with Stephar enables that demand to be met and matched by full batch control monitoring, product liability insurance and an approved returns procedure, he says.

Marketing director Bill Hart says the company's "PI pledge" additionally guarantees that where products are different from the UK equivalent they will be identified in the price list; that over-labels or inserts will be in accordance with DHSS regulations; that only licensed products will be supplied and that each product batch will undergo strict quality control before release. Dutch-based Stephar

analyse each batch to comply with that country's requirements; only random analysis is required in the UK.

Stephar's group sales director Marcel Hamilton says: "We have rejected previous opportunities to work with other wholesale groups but were particularly impressed with Unichem's commitment to quality control, together with their expertise in marketing and distribution."

Stephar say the UK PI market is worth around £150m and their share is 15-17 per cent.

Both Unichem and Stephar

see further growth ahead both for the market and for their share of it. They say the PI export markets of the UK, Eire, Holland and Germany will not be destroyed by 1992. Price harmonisation will be prevented by the differences in reimbursement systems, exchange rates and inflation and enable the market to exist for a further 10-20 years.

■ Unichem are adding 12 more lines to their "hot generics" list and reducing the price of 30 products. Marketing director Bill Hart says the new Unichem policy is hurting short-line wholesalers.

## Careful treatment cuts costs

Examples of how the judicious use of medicines can reduce overall health care costs were put to an Office of Health Economics conference in London this week.

Professor Bjorn Lindgren, director of the Swedish Institute for Health Economics, explained how diseases for which there are no effective medicines are a drain on the economy. In Sweden, mental illness is the most expensive disease in terms of health care costs and indirect costs from lost productivity. One reason is the high incidence of senile dementia, and Professor Lindgren believed that the development of new drugs in this area could dramatically improve the situation. Other diseases in which costs could be cut substantially by more effective medicines were cancer and musculo-skeletal disorders.

Medicines accounted for only a small proportion of total healthcare costs, he continued;

they could reduce the need for hospital treatment and days off work as well as improving the quality of life. While there was a case for cutting the unnecessary use of drugs, there was also a case for considering the costs of non-treatment, he said.

Dr Simone Sandier, director of research, CREDES, Paris, showed how the use of an expensive drug such as zidovudine was cutting the cost of AIDS treatment in the USA by decreasing the patient's disability and time spent in hospital.

Research in Holland has shown that simvastatin is superior to cholestyramine in the treatment of high serum cholesterol. Professor Leon Martens, Erasmus University, The Netherlands, suggested that simvastatin should become accepted as the drug of first choice when used in the right patients, as its long term safety became more established.

## FPC vetoes lipid tests

The PSNC is drafting a response to a letter sent out to pharmacists by Surrey FPC expressing concern that they might be thinking of offering a cholesterol testing service.

The letter, from FPC administrator Anne Sutcliffe, says that the introduction of such a scheme is of particular concern because discussions are in progress in Surrey to determine at which level cholesterol should be treated. "It is felt to be both premature and inappropriate that

pharmacists should give advice according to external policies and without the experience of their medical colleagues," Miss Sutcliffe says.

The reliability of testing is questioned, as is the possibility of causing widespread anxiety among patients. The letter concludes: "I hope you will not feel inclined to participate in the PSNC trial and I feel sure you would not want to disrupt a recognised and effective service which is already in operation."

## Ibuprofen P dose increase

The maximum single dose of Pharmacy only controlled release preparations of ibuprofen and dextromethorphan are to be increased from November 1.

The maximum "P" dose of controlled release ibuprofen for rheumatic and muscular pain, backache, neuralgia, migraine, headache, dental pain, dysmenorrhoea, feverishness and symptoms of cold and influenza is increased to 600mg. The maximum daily dose remains 1,200mg. In all other cases the maximum single dose stays at 400mg.

The maximum strength of OTC ibuprofen preparations for external use is 5 per cent. The maximum dose of controlled release preparations containing dextromethorphan hydrobromide is increased to the equivalent of 30mg dextromethorphan. The maximum daily dose remains at the equivalent of 75mg dextromethorphan. In all other cases the maximum dose of OTC preparations of dextromethorphan hydrobromide is 15mg dextromethorphan.

The Statutory Instrument also makes mebendazole a Pharmacy medicine when supplied in a package containing only a single dose of not more than 100mg for oral treatment of enterobiasis.

The SI also lists additional Prescription Only Medicines which retail pharmacists may sell or supply to the order of a registered ophthalmic optician: eye drops containing not more than 30 per cent sulphacetamide sodium or 0.5 per cent chloramphenicol and eye ointments containing not more than 30 per cent sulphacetamide sodium or 1 per cent chloramphenicol. The preparations are also added to the list of medicinal products a registered ophthalmic optician may supply or sell on his own behalf. The changes are made by SI 1989 No. 1852 *The Medicines (Prescription only, Pharmacy and General Sale) Amendment Order 1989*. £1.65 from HMSO.

**Model form of agreement for residential homes:** The final version of the above form contains one difference from the draft published in C&D October 14, p608. The opening sentence should read: "I.....manager\* person in control\* of.....residential home, which is registered under the Registered Homes Act 1984, reference no.....\* or is exempt from registration under section 1(5)(j) of the Act\*, request (\*delete as appropriate).

# NPA discuss Boots offer to homes

The offer by Boots to provide a service to residential homes using the Manrex controlled dosage system free of charge was top of the agenda at last month's meeting of the NPA Board.

The Board gave detailed consideration to a number of different controlled dosage systems, including Manrex and Nomad. It was clear that the operation of such systems was costly and labour-intensive (see below). There were also serious legal and professional considerations which had not been properly explored.

A number of the controlled dosage systems are on trial in NPA member pharmacies and the outcome of such trials will enable a reasoned evaluation to be made and appropriate advice given.

The Board did decide, however, to approach the Law Department of the Royal Pharmaceutical Society to seek specific guidance on the legal aspects of repacking tablets and capsules into this format, especially where several different products are included in a single compartment.

Several Board members said that the people in charge of the homes they serviced had said they preferred to receive medication in bottles or other more traditional containers. In particular Board members could see little point in pressing capsules out of one calendar or strip pack merely to repackage them into another.

The Business Services Department is to investigate sources of medicines trolleys.

**Hazardous substances** Basic guidance has been given to NPA members about implementation of the Control of Substances Hazardous to Health (COSHH) Regulations. But it was reported that some pharmacists were having difficulty interpreting the Regulations and deciding how to carry out

assessments of hazardous substances. A number of model assessments will be prepared by the NPA and made available to members to use as guidance in their own pharmacies.

**Referral card** A version of a card to be used when referring patients for medical advice has been submitted to the Society's Council, which had commented on a number of detailed aspects of the format and design.

**PMR patient's card** The Board agreed it would be useful for pharmacies holding patient medication records (PMRs) to have available a card informing patients that their record was kept at the pharmacy and bearing a reference number so that the record could easily be accessed whenever a prescription for that particular patient was presented. The final format of a small plastic card was agreed.

**Car purchase scheme** Landsdowne Motor Co Ltd proposed a scheme for motor car purchase at preferential discount prices. The scheme will be adopted as a business service.

## BRIEFS

**The National Health Service** may be denied the opportunity to save £15m a year, if Roussel's drug RU486 the "abortion pill" is not marketed in the UK. Dr Ian MacKenzie, a gynaecologist based at Oxford University, told the Birth Control Trust Conference in London this week, that terminations normally carried out by surgical evacuation under general anaesthesia could instead be achieved using a combination of the RU486 tablet and a prostaglandin pessary.

**Oral Trust:** A new charitable trust has been set up to promote, and attract funding for, research into diseases affecting the mouth. At the launch meeting of the Oral & Dental Research Trust in London on Tuesday, chairman Sir Gordon Wolstenholme said that more research was needed into all problems affecting the mouth including cancer, caries and defects such as cleft palate. Oral lesions are often the first indications of more serious conditions such as cancer and AIDS. The mouth a window on the body, Sir Gordon said.

**NPA cool over dosage systems**

The National Pharmaceutical Association has decided it will not recommend any particular controlled dosage system for use in residential homes.

NPA director Tim Astill said: "We see the value of such systems for the elderly or the confused patient who has responsibility for their own medication. We see less relevance when medication is issued by home staff."

Filling up of the cards or packs

was labour-intensive and time-consuming, Mr Astill said. The NPA will not be recommending any particular system or negotiating a discount. It will however, be happy to put interested pharmacists in touch with the system providers.

■ Regulations were also laid in Parliament last week to enable schemes for keeping patient medication records and for services to residential homes to come into effect in Scotland on

November 7, says the Pharmaceutical General Council.

"Full details of the schemes and application forms will be circulated by Health Boards within the next few days," says PGC secretary Dr Colin Virden. He added that, as far as he knew, training packages for both of the schemes were being prepared under the direction of the Scottish Home and Health Department and he hoped that these would be available in the near future.

**The Behcet's Syndrome Society** can help pharmacists deal with inquiries about this rare condition. The Society was formed to provide a contact and support system for sufferers and their families, to provide financial aid in cases of hardship, to establish an information network among doctors and to promote research. The Society is based at 3 Church Close, Lambourn, Newbury, Berks RG16 7PU, with help-lines on: 0488 71116, 0533 740278, 0904 626602.

**Waiting list grows:** The number of patients on the waiting list for NHS treatment has risen. Figures for the end of March this year, show the in patient waiting list stood at 704,700 in England, up from 691,100 a year earlier. Health Minister David Mellor described the figures as "disappointing overall". The number of operations performed in the NHS is likely to have increased over the same period.

**Family practitioner committees**, health authorities and new self-governing trusts may all be represented by a new organisation. The National Association of Health Authorities and the Society of FPCs say the unified association would best reflect the close collaboration there will have to be between the three component groups in the new-look NHS. The proposals have gone out to members of the two organisations for comment.

# Council to explain BRM decisions more fully

The Council of the Royal Pharmaceutical Society promises detailed reasoning in future on its action, or lack of it, taken in response to motions put to the Branch Representatives Meeting and the annual meeting.

In its interim report on resolutions passed at the 1989 BRM in May, Council says careful and sympathetic consideration will always be given to resolutions passed democratically at the two meetings. In hoping the membership will be better informed, Council promises specific information on which committees have discussed which matters.

The interim report shows the usual blend of resolutions "accepted in spirit", reasons why some are impractical, and other resolutions under consideration.

Others have been acted on immediately. Council has set in motion a review of the information supplied by candidates for Council elections, to find out if the right information is presented and if it could be done in a way to stimulate a higher poll turnout. If changes are found to be necessary, they will be in place for 1990.

A motion complaining that Conference debating sessions were being monopolised by Council members has been taken to heart and they have been instructed not to lead debate.

A resolution calling for a return to the title "general practice pharmacist" has led the Council to decide, to avoid confusion outside the profession with "community service pharmacists", to use "the pharmacist" in statements. Council sees no need to discontinue use of "community pharmacist" — originally coined as more appropriate than "general practice pharmacist" to reflect the place of pharmacy as one of the important community services — within the profession.

**Conference accounts** Council has confirmed that every effort is made to publish Conference accounts before the end of the financial year following that in which Conference was held.

**Tablident** A motion calling on the Society to take on the costs of producing the Tablident solid dosage identification computer software has been referred to the Science Committee which is investigating the costs.

**Blacklisted prescriptions** A request for the Society to ask the Department of Health to ensure that when medicines are prescribed by blacklisted proprietary name pharmacists can dispense the

equivalent generic has been dismissed. The Society has made such representations in the past, and the DoH has objected as it is generic substitution, and also goes against general encouragement of generic prescribing.

**CRCs on liquids** Council has decided not to pursue general use of child resistant closures for liquid medicine containers, but has suggested to the Department of Health that CRCs should be made a requirement of licensing, where appropriate. There is no currently available closure suitable for use on the standard medicinal bottle.

**Future of Branches** Council is setting up a study to analyse Branch meetings, attendance, and the relationship with the Society's Regions.

**Competence** A suggestion that membership of the Society should not be a licence to practice for life is being considered as part of the Society's deliberations on assessments of competence, and a request for periodic assessment of pre-registration tutors has been dismissed in the light of other actions in this area.

## Heart drugs top NHS bill

Medicines acting on the nervous system accounted for the greatest number of prescriptions dispensed in England in 1987, but cardiovascular drugs cost the most money.

The Department of Health's "Health and Personal Social Services Statistics for England 1989" (HMSO £10.25) shows that 66.4 million of the 335.3m prescriptions dispensed in 1987 were for preparations acting on the nervous system (including minor analgesics) at a net ingredient cost of £156.4m. Medicines acting on the cardiovascular system and diuretics cost £359.7m (58.7m prescriptions).

Some 68.7 per cent of prescriptions were for proprietary brands, a steady decline from 82.3 per cent ten years previously. Non-proprietary accounted for 28.5 per cent and dressings, appliances and hosiery for 2.8 per cent of prescriptions in 1987.

Breaches were found in 71 of the 95 pharmaceutical service committee cases investigated in 1988.



The pro vice-chancellor of The Queen's University of Belfast, Professor Roy Wallis (centre right) hands over the plaque commemorating the opening of the pharmacy practice research unit in its School of Pharmacy to director Professor Alain Li Wan Po (centre left). The unit was jointly opened on October 18 by Professor Wallis and the president of the Pharmaceutical Society of Northern Ireland Tom Hunter (far left) and Mr Anthony Tomei of the Nuffield Foundation

## NI practice unit set to succeed internationally

Professor Alain Li Wan Po, director of the School of Pharmacy at The Queen's University of Belfast, says its newly opened pharmacy practice research unit is probably the best equipped in the UK (see p711) and that he intends to make the unit succeed on an international scale.

Some 30 community pharmacists are to contribute their patient medication records to a database which can be used to identify sub-groups for analysis. For example diabetics could be picked out and any problems associated with the use of human insulins looked at in detail.

Participating pharmacists will be trained by the unit to gather data effectively.

Professor Li Wan Po thanked the Nuffield Foundation for the initial grant of £66,000 over three years which had allowed the

formation of the pharmacy practice research group, QUB for providing and refurbishing the building to house the unit, and many benefactors who had given some £250,000.

Mr Anthony Tomei of the Nuffield Foundation said the project was imaginative, embodying many of the recommendations of its report on pharmacy.

The president of the Pharmaceutical Society of Northern Ireland Tom Hunter, speaking on the last official duty of his year of office, said the project was a milestone in the history of pharmacy in Northern Ireland. It exemplified the continuing co-operation and goodwill between the School and Council and had built bridges with industry. "The Society's aim is to have a Chair of pharmacy practice at Queen's".

## GPs back down over new contract

The leaders of Britain's GPs have abandoned their opposition to the new GP contract after ruling out industrial action, because it is not in patients' interests.

The General Medical Services Committee has accepted that the Secretary of State Kenneth Clarke could impose the contract, but has not given up hope of yet persuading the Health Secretary to think again in some areas.

The GMSC says it is to compile a report on the "defects and deficiencies" in the contract when it comes into effect next April, which it hopes will back up its long-held belief that, for example, targets for screening

and vaccination are unworkable.

In backing down, the GPs have decided against mass resignations or working to rule because of the likely effects on patients. The doctors remained split on the latest move, however. GMSC chairman Dr Michael Wilson survived a no confidence vote 49 to 19.

**Health Minister** David Mellor has taken over responsibility for pharmacy issues in a reallocation of Ministerial responsibilities following the death of Lord Trafford and the appointment of Lady Hooper as Parliamentary Secretary in the Lords.

## More lines on limited list

Almost 30 products are to be added to the limited list from December 1. The changes are made by the same Statutory Instrument detailing the GPs' new contract laid before Parliament last week.

The following are added to the limited list: Alexitol sodium tablets, Anadin paracetamol tablets, effervescent soluble aspirin tablets, Aspro Clear extra tablets, Banimax tablets, Boots hard lens wetting solution, Calamage, Colgate disclosing tablets, Contactasol 02 care solution, Contactasol complete care all-in-one solution, Cow & Gate premium baby food, Evident disclosing cream, Ferrol, Innoxa finishing touch loose powder, Innoxa moisturised liquid make-up, Lucozade, Milupa Aptamil baby milk, Milupa camomile and fennel infant drinks, Milupa modified yoghurt, minoxidil cream, ointment and solution (for external use), Oral B plaque check disclosing tablets, Rabenhorst tomato juice, Ribena, Roc eye make-up remover lotion, Senlax tablets and Setlers extra strength.

Ener-G gluten-free and yeast-free brown rice bread is to be taken off the list.

Also lumped in with Regulations are the definitions for pharmacists' terms of service in England and Wales covering advice to residential homes and keeping patient medication records. The definitions are a more specific form of the words that appeared in an earlier SI in August, which, if left unchanged, would have meant pharmacists would have been unable to receive payments for services to local authority residential homes.

SI 1989 No. 1897 *The National Health Service (General Medical and Pharmaceutical Services) Amendment (No. 2) Regulations 1989*. £4.80 from HMSO.

## Merchant fined £300

On October 12, Mr Maurice W. Surphlis, a registered agricultural merchant, trading as L. W. Surphlis, 31 Drumlegagh Church Road, Newtownstewart, was prosecuted by the Department of Health and Social Services for offences under the Medicines Act 1968. He was fined a total of £300 plus £109 costs in respect of three charges relating to the possession of unlicensed veterinary medicinal products and the sale or offering for sale of POMs.

# TOPICAL REFLECTIONS

by Xrayser

## Part of the service

I was just about to close shop. The staff had already said their Goodbyes. I let them out and turned the key. As I gathered the two deliveries I had to take the phone rang. I looked at the clock. Ten minutes after time...well it might be important.

So I answered it. Blinking Well Nursing Home: could we deliver an urgent script, the doctor had just called? Of course, yes. Melleril, 30 tablets, one nocte. "What strength?" There was no strength written down, but if I could wait a minute they would ring the doctor.

So I sat and waited 10 more minutes until the call came telling me it was for 25mg. Dispensed, entered in the patient record book and off I went with my three deliveries. I arrived at the home at 6.30pm, handed the item over and checked the script. Looked like Melleril...or did it? A closer look showed Mebeverin...Now how could a practice confirm a strength for Melleril when another item had been ordered?

So I telephoned the surgery and was put on to the GP. He didn't write the script himself, but had just used a little commonsense initiative to indicate a sensible dose. I asked if he wanted the correct item dispensed now, this evening. "No, tell matron to give a diazepam as before until the correct item can be obtained." All part of the day's work.

I wonder how the Boots Manrax service would cope with this?

## Smarties

I am fascinated by the concept of the "smart card" as a means of transmitting patient medication information. How I wish I could have been part of the scheme being tried in Exmouth. With about six



years of regular computer use behind me it has always struck me how perfectly adapted this technology is for such use. I'm sure we were all interested to learn of the teething troubles (see *C&D* last week, p666) and would suggest that they are in part caused by non-pharmacist generated programs. Changes, such as the discretion about what warning to add or omit, or dose codes to be adopted, will be needed before one system can be offered as national standard. With new technology, the 16k

memory may well grow bigger and be able to give the pharmacist's receiver direct instructions for labelling and recording treatments to be dispensed.

But if this is the shape of things to come, comments made so far need heeding. The hardware supplied on trial was too slow. Maybe we should give pause to reconsider the worth of buying outright in favour of leasing agreements which may allow more freedom to upgrade. I've always considered leasing an expensive way of doing things, but with rapid obsolescence a fact of life it looks like the best way to keep up. Now I can understand why we have been deprived of the true cost-plus contract!

However, I'm far from sharing the Jeremiah tendency Mike Brining so beautifully savaged in the September *PSNC News*. We are well into a period of change. I find a considerable stimulus in minding my business, my customers, my patients and my residential homes. My interest in their welfare is, in fact, genuine since they are often my friends, and that is how any business worth its salt remains sound. So our fears are far better allayed by our accepting the challenges thrown our way, by acquiring competence in the new areas in which we are being expected to operate so that our negotiators can, in turn, point out the reality of our response to demands for better and more logical use for our considerable talents.

# SCRIPT SPECIALS

## Rhône-Poulenc's 'alternative' hypnotic

Rhône-Poulenc are claiming a major breakthrough in the treatment of insomnia with their new hypnotic Zimovane, launched this week.

Marketed by Rhône-Poulenc Pharmaceuticals, a newly created division (see **Business News**), Zimovane is claimed to have many advantages over benzodiazepine hypnotics. "The objective was to develop a chemically novel hypnotic which produced sleep rapidly and reliably but did not interfere with its normal physiology, without producing hangover and withdrawal effects," Professor John O'Grady, medical director, told **C&D**.

The active ingredient zopiclone is the first cyclopyrrolone. It has a chemical structure distinct from benzodiazepines interacting in the brain with a site adjacent to the benzodiazepine receptor, said Professor O'Grady.

Hypnotics already on the market, produce a pattern of sleep that is different from normal sleep. Zimovane enhances sleep and does not reduce the amount of rapid eye movement (REM) or slow wave sleep. In clinical trials comparing Zimovane with benzodiazepines, patients said they felt better the next day and were more alert and refreshed, he added.

Withdrawal is not a problem with Zimovane: "If you stop taking a benzodiazepine abruptly patients do get unpleasant sensations, this does not happen with Zimovane." However if a patient is being transferred from a benzodiazepine to the new drug, the old hypnotic should be tapered off gradually as Zimovane does not block benzodiazepine withdrawal effects.

Professor O'Grady stressed that the drug is indicated for short-term use in insomnia, usually no longer than a month. Zopiclone has a short half life of around five hours and is effective and safe in the elderly although a lower starting dose is recommended in older patients as half life tends to increase with age.

**Manufacturer** Rhône-Poulenc

Pharmaceuticals, Dagenham Essex, RH10 7XS

**Description** White or almost white, film-coated, elliptical tablets with a break line on one face and indented "Zm", each containing 7.5mg zopiclone

**Uses** Short term treatment of insomnia, including difficulties in falling asleep, nocturnal awakening and early awakening, transient, situational or chronic insomnia and insomnia secondary to psychiatric disturbances. Treatment should be no longer than four weeks in duration, as with all hypnotics, long term continuous treatment is not recommended

**Dosage** One tablet shortly before retiring, increased to two tablets for patients who do not respond to the lower dose because of severe

or persistent insomnia. Half a tablet should be used initially in the elderly, dose may be increased subsequently if necessary. Patients with hepatic dysfunction should be given half a tablet initially

**Side effects** Mild bitter or metallic after-taste, gastrointestinal disturbances including nausea and vomiting, or minor psychological disturbances, irritability, confusion and depressed mood. Rarely dizziness, lightheadedness, incoordination and drowsiness have occurred on waking. Patients should be advised not to drive or operate machinery the day after treatment starts, until it is established whether their performance is impaired

**Contraindications, warnings,**

**etc** Use in pregnancy should be avoided if a safer alternative is known. Zopiclone is excreted in breast milk and should be avoided in nursing mothers. Abrupt withdrawal of the drug is unlikely to lead to withdrawal effects although patients should be closely monitored. As with all hypnotics care should be exercised over concomitant use of alcohol or other centrally-acting depressants. Zopiclone may reduce the absorption or increase the elimination of trimipramine and may decrease antidepressant activity of trimipramine or related tricyclics

**Supply restrictions** POM  
**Packs** Blister packs of 28 tablets (£27.44 trade)  
**Product licence** 0012/0162  
**Issued** October 1989

## Revani for 'on-off' effects in Parkinson's disease

Roche Products are introducing a new treatment for Parkinson's disease on November 1.

Revani has as active ingredient lisuride maleate, a selective dopamine agonist. The drug can be used alone or in combination with levodopa for the management of previously untreated patients and those exhibiting "on-off" phenomena after long term levodopa.

A number of patients show deterioration after three to five years treatment with levodopa with the onset of disabling fluctuations in response. These "on-off" phenomena can be managed by combination therapy with Revani, say Roche.

Clinical trials suggest that early combination of Revani with levodopa may reduce the incidence of fluctuations, especially end-of-dose wearing off effects and peak dose dyskinesia, says the company, and the dose of levodopa can be reduced.

**Distributor** Roche Products Ltd, PO Box 8, Welwyn Garden City, Hertfordshire, AL7 3AY

**Description** Round, white, half-scored, convex tablets with "Cm" in a regular hexagon imprinted on one face, containing 200mcg lisuride maleate (equivalent to 149mcg lisuride)

**Uses** Parkinson's disease

**Dosage** Initially one tablet at bedtime. After one week the dosage may be increased to one tablet at bedtime and one at midday, increased after a further week to one additional tablet in the morning. Dosage is then increased by one tablet a week (beginning each sequence of three increases with the bedtime dose) until optimum dosage is achieved. Maximum daily dosage should not exceed 5mg (25 tablets). Revani should always be taken with food

**Side effects** Nausea and vomiting which may be treated with domperidone, sudden severe fall in blood pressure, dizziness, headache, lethargy, malaise and slight drowsiness, slightly itchy exanthema, rarely abdominal pains and constipation. Raynaud's phenomenon has been reported

**etc** Do not use in severe disturbances of peripheral circulation coronary insufficiency. In women of childbearing potential the potential risks must be weighed against the benefits. Use with extreme caution in patients with pituitary tumours since enlargement may occur, particularly during pregnancy, which may result in early visual field defects. Lactation is unlikely to be inhibited if suckling or a breast pump is used. Care should be taken when driving or operating machinery because of the possibility of hypotensive reactions. Effects of some psychotropic drugs may be impaired by Revani. Dopamine antagonists like haloperidol and metoclopramide, may weaken the effects and side effects of Revani

**Supply restrictions** POM  
**Packs** Bottles of 100 tablets (£24 trade)

**Products licence** 0053/0164  
(Held by Schering Health Care Ltd, Burgess Hill, West Sussex)  
**Issued** October 1989

*Continued on p698*



# Good Grooming

From Lady Jayne . . . a range of specifically designed brushes for the discerning customer.

Good grooming demands brushes of style — traditional rubber padded brushes, styling brushes, radial brushes, vent brushes, each presented in an attractive box.



Rotary Brush



Concept 3 Brush



Vented Brush



Rubber Cushion Brush



Rubber Pad Grooming Brush



Pump Action Vent Brush

Boxed for safety and added hygiene, this pre-loaded unit comes complete with a comprehensive selection of 3 dozen brushes (24 on display with 12 back-up stock). For full details contact your local wholesaler, or for a full stockist list contact Lady Jayne.

Laughton & Sons Ltd., Warstock Rd.,  
Birmingham B14 4RT.

# Lady Jayne



# COUNTERPOINTS

## Wella give support to Sanara

Wella have announced a £750,000 advertising campaign to support their recently launched Sanara haircare range.

The 12 week campaign will appear in *The Observer*, *The Times*, *Mail on Sunday*, *Sunday Telegraph*, *Guardian*, *Today*, *Sunday Times* magazine, *You*, *7 Days* and the *Observer* magazine.

The advertising will be complemented by a major sampling campaign next month which is expected to reach one million "green" targetted households, says the company. *Wella Great Britain*. Tel: 0256 20202.

### PRESCRIPTION SPECIALITIES

Continued from p696

**Schering** are launching, on November 1, 28-day original pack presentations of Cyprostat and Androcur. Androcur is available in packs of 56 tablets containing four blister strips of 14 tablets (£35.38). Cyprostat comes in packs of 168 tablets containing 14 blister strips of 12 tablets (£106.15). For hospitals only, there is a 14 day Cyprostat starter pack containing seven blister strips of 12 tablets (£53.07, all prices trade). *Schering Health Care Ltd.* tel: 0444 232323.

**Berk Pharmaceuticals** have added the following products to their range of generic products: Penicillin V 250mg tablets (1,000 £19.98), triazolam 125mcg tablets (500 £28) and triazolam 25mcg tablets (500 £38, all prices trade). *Berk Pharmaceuticals*. Tel: 0323 641144.

**3M Health Care** are changing the stated sizes of Tegasorb hydrocolloid dressings, although the dressings will remain the same. The new sizes indicate the total area of each dressing, and not just the hydrocolloid area, says the company. The new sizes are 10 by 12cm, 13 by 15cm and 17 by 20cm. *3M Health Care Ltd.* Tel: 0509 611611.

Sterling Health are promoting their Solpadeine painkiller with new pack designs and a £2.6m national television advertising campaign in November.

The new packs have improved on-shelf impact, says the company, with a high quality varnish finish, a bolder "strong fast pain relief" strap-line and pack side logos. As part of the update, the re-designed Solpadeine capsule graphics now reflect those of the soluble pack.

Sterling Health have also introduced a new 72 pack size (£4.95).

A commercial to promote the brand will use movie style footage



with symbolic jet fighters taking off across the sky, illustrating the dual painkilling power of paracetamol and codeine. *Sterling Health*. Tel: 0483 65599.

## Savings with Unichem and S&N

Unichem are offering members a series of price reductions on Elastoplast and Nivea as well as a chance to get a free Remington Lektro razor, worth £7.15, when placing orders in November.

In a joint promotion with Smith & Nephew, Unichem have reduced the price across the best selling lines of Elastoplast and Nivea by up to 20 per cent.

The promotion includes airtstrip, fabric, clear, spools and waterproof plasters and Nivea creams, lotions, moisturisers, cleansers and toners.

Unichem members will also receive a free Remington Lektro Razor when they order six other Lektro razors during this period. These can be either men's, lady's or a mixture.

The offer is run in conjunction with BDC and is timed to coincide with the pre-Christmas sales peak for these traditional gift items. All qualifying orders must be placed by November 30. *Unichem*. Tel: 01-391 2323.

## Crookes buy Asilone from Rorer

Crookes Healthcare have acquired the Asilone antacid brand from Rorer Healthcare for an undisclosed sum.

The move gives Crookes the opportunity to develop in the OTC indigestion market, says marketing manager Alan Napier. The company will continue with their Dijex and Moorlands ranges and are now finalising plans to develop the Asilone brand.

Asilone has an effective formulation and strong prescription base, and is one of the leading antacid preparations in the £40m OTC indigestion remedy market, says the company. The Boots Pharmaceutical salesforce will be detailing the prescription side to doctors, says Mr Napier. From November 1, all inquiries and orders should be addressed to *Crookes Healthcare Ltd.* Tel: 0602 507431.



## Gaviscon update

Reckitt & Colman have updated the packaging of their Gaviscon range, with a more modern logo for "greater shelf appearance". *Reckitt & Colman*. Tel: 0482 26151.

**Arrowmed** say saccharine has been removed from the formulation of Sakaran toothpaste. *Arrowmed Ltd.* Tel: 0240 64300.

On average, someone somewhere in Britain dies from heart disease every three minutes. These sort of figures put Britain's heart disease death rate way ahead of most other countries.

However, there are positive steps you can take to help stop Britain's biggest single killer. How? By ensuring that the many people who are still unaware of the dangers they face, either through smoking, heavy drinking, stress or problems with overweight, receive friendly advice from someone they know and trust - their pharmacist.

Of course, the advice you should give is, in most cases, obvious. Cut down on smoking, drinking and fatty foods, eat more sensibly and take more exercise. You can also recommend fish oils.

Following the results of a M.R.C. clinical trial carried out on 2,000 male heart attack victims, the Lancet report of 29th September recognises that natural fish oils are highly effective in reducing the incidence of heart disease.

Pulse Pure Fish Oil cap-

**Today**  
NEWSPAPER OF THE YEAR

# FISH OILS CUT RISK OF HEART ATTACK

**OFFICIAL**

by CHRIS MIHILL  
EATING oily fish twice a week can cut the risk of dying from a heart attack by almost a third. The first proof that it can protect and help save lives came in an official study of 2,000 heart attack victims. Half were advised to eat at least two portions of fish a week while the other half stuck to their normal diet. After two years, the heart attack rate had been 29 per cent lower among those eating fish.

sules contain a special concentrated blend of natural fish oils which can really help people at risk. Help reduce

Britain's death rate from heart disease today by ensuring your stock levels are high.

To order Seven Seas Pulse, see your usual representative or write to us at the address below.



**SEVEN SEAS**  
**PULSE**<sup>®</sup>

HELPS MAINTAIN  
A HEALTHY HEART

Seven Seas Health Care Limited,  
Hedon Road, Marfleet, Hull HU9 5NJ.

## Shoppers see Parfums Bic on wheels

Bic are launching a roadshow sampling promotion for their Parfums Bic range.

Three vehicles have been staffed and equipped to travel the country for six weeks calling at shopping centres, hypermarkets and superstores.

Shoppers will be invited to try the fragrance range and will be given a free sample of their choice.

The company has also organised a series of Bic evenings in Mecca night clubs throughout the country, as part of the promotion. *Biro Bic Ltd. Tel: 01-965 4060.*

**Ames** have produced a new series of booklets entitled "Facts about diabetes", designed to give diabetics a better understanding of the condition and its management. The first booklet provides an explanation of diabetes and the need for good blood glucose control and monitoring. Free supplies are available from Jane Carrington, Ames Division, Miles Ltd. Tel: 02814 5151.

## Abbott Plus

Abbott Laboratories are introducing a new professional self-performing pregnancy test assay on November 1.

Test Pack Plus (20 £42 trade) needs no reagent additions and reduces operator time, say Abbott.

Three drops of urine are added to the sample well and an end of assay indicator eliminates the need for precise timing.

Results can be read up to 30 minutes after beginning the assay. Positive/negative results are easy to read, says the company. *Abbott Laboratories Ltd. Tel: 0795 580099.*

## The Efamol sounds

Britannia Health Products are advertising Efamol Evening Primrose Oil on LBC radio until the beginning of November.

The advertisement will run during topical programmes including "The Doctor" and "Dr Mike Show" on LBC FM and AM frequencies, say *Britannia Health Products. Tel: 0737 773741.*



## More smells from Radox and new graphics too!

Nicholas Laboratories have added six new fragrances and colours to their Radox Showerfresh range and have introduced new packaging graphics.

The range comprises: alpine (green), seacrest (blue); sunsplash (yellow); fjord (aqua); sunburst (orange) and seashell (pink). It is available in 215ml sizes

£1.19).

New packaging graphics which include a stronger Radox logo has been created specifically to emphasise the product's herbal heritage and a waterfall design to reflect its natural refreshment platform, says the company. *Nicholas Laboratories Ltd. Tel: 0753 23971.*

## It's powder in a globe for Sensiq range

Rimmel have introduced colour spheres into their Sensiq range, a "luminary" collection for the face, utilising finely spun moulded globes of pastel powder.

The range comprises powder spheres and blusher spheres (both £4.99).

Powder spheres combines five shades of moulded globes in mauve, green, pink, ivory and gold. They are said to balance imperfections and to bring a

luminosity to the complexion.

Blusher spheres also consist of globes of powder in a choice of three uniform sideways: rosy, tawny and coffee.

The products are packaged in clear pots with silver lids. The company has also produced a colour spheres brush (£3.99) which has been shaped and styled to use with the powders, says the company. *Rimmel International. Tel: 01-637 1621.*

## Sunworld put Jack in the sun

Sunworld Products have introduced five new products into their Panama Jack range for early next year.

Vitamin E gel (£4.25) comes in an 8oz bottle and is said to promote healthy skin; hair highlighter and conditioner (£4.25), is said to bring out the hair's natural highlights and is described as ideal for preventing damage from sea water; a factor 30 ultra sunblock (£5.49) and a

factor 15 gentle moisturising lotion (£4.25) said to be waterproof for up to 80 minutes. This can also be used all year round under make-up to protect the skin. *Sunworld Products Ltd. Tel: 0753 889444.*

## Max support

Max Factor are supporting their Liaisons range of fragrances with a £1m pre-Christmas national television and cinema advertising campaign to break on November 20.

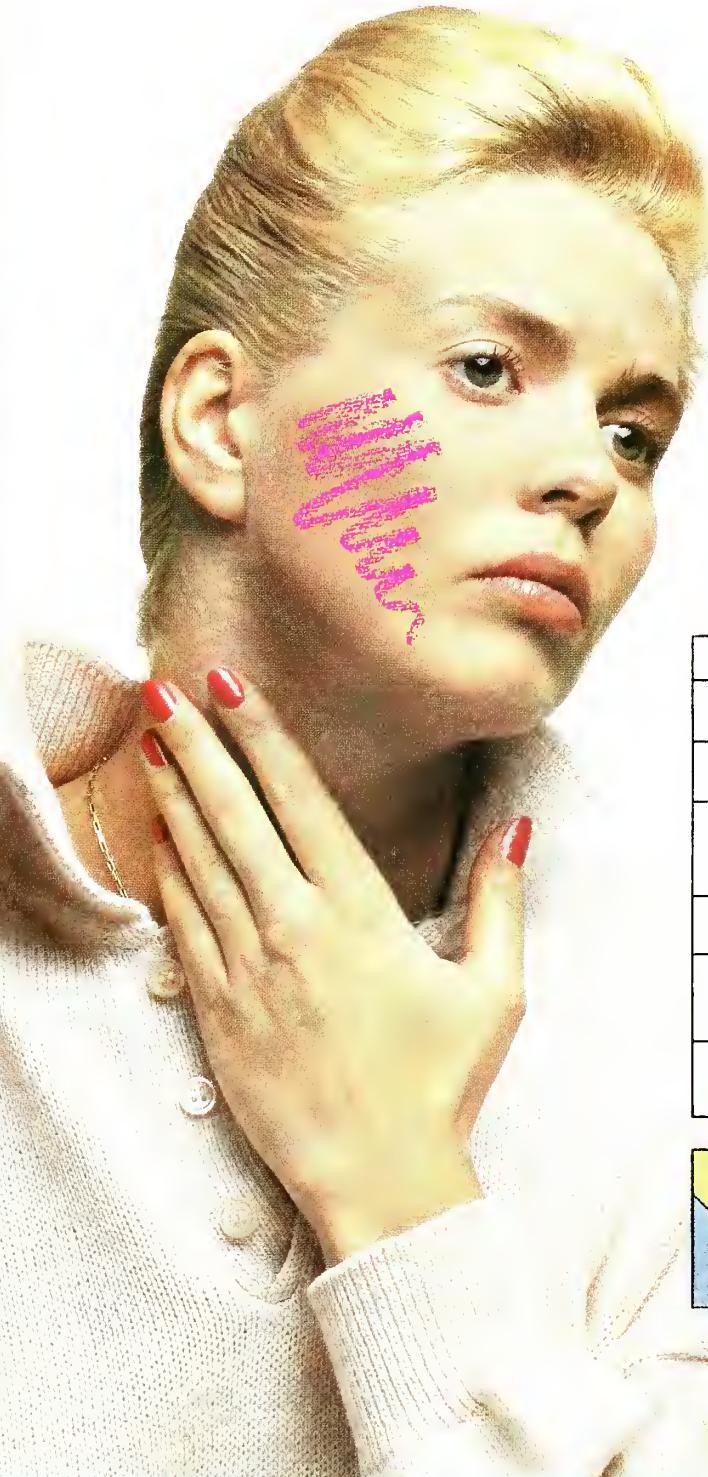
The campaign will run until December 17 and will feature the three fragrances: Intuition, Charade and Desire. *Max Factor Ltd. Tel: 0202 524141.*

**alpa** The Fashion Hair Ornament Company

SENDHILL LTD, KOPPEN ROAD, DAGENHAM, ESSEX, RM8 1JU  
Telephone 01 51 815 530, Telex 771148

Exhibiting at Wholesale Buyers Gift Fair, Olympia 2, 12-15 Nov. '89.  
Contact for FREE ADMISSION TICKET - NOW!

# For fast, effective treatment face the problems with Dermidex

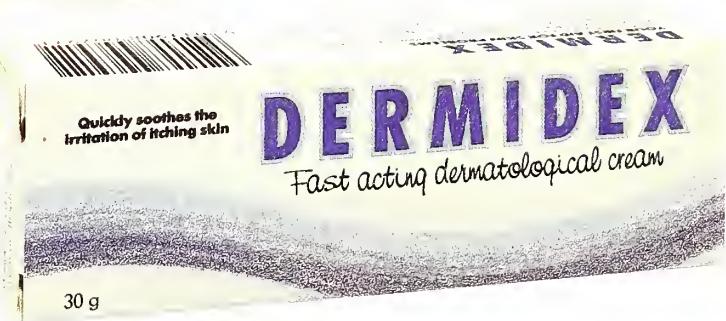
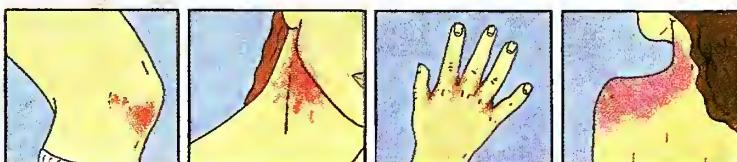


## Your patients' questions answered

Questions are frequently asked about effective treatment for a range of skin conditions. For some of these, hydrocortisone would be contra-indicated, for others it could seem too potent.

Recommend Dermidex. Dermidex has a local anaesthetic to soothe away irritation and antiseptics to guard against infection. And, because it has a gentle but effective action, it can be used for a wide number of problems.

<i>Skin ailments</i>	<i>Dermidex</i>	<i>Topical Steroids</i>
Facial rash	Soothes and protects	Should not be used on the face
General skin irritation	Soothes itching	Not recommended for large areas of the body
Cuts and grazes	Fights infection, promotes healing	Open cuts should be avoided with this treatment
Open sores	Soothes the pain, fights infection	Inappropriate
Feminine itch (personal irritation)	Cooling action relieves irritation while reducing infection risk	Not recommended
Anal irritation	Gentle treatment to soothe irritation	Not recommended



Quickly soothes the  
irritation of itchy skin

30 g



## Healthilife extension and update

Healthilife have extended and updated their Dynavite multivitamins and mineral range.

The newly extended range contains Dynavite 30s (£1.39, case of 10 £8.06 trade); Super Dynavite 30s (£2.99, case of 10 £17.33); Super Dynavite 100s (£6.99, case of 10 £40.52) and Mega Dynavites (£5.29, case of 10 £30.67).

The packaging has been redesigned and updated and each pack contains a 50p-off-next-purchase voucher for consumers. *Healthilife Ltd. Tel: 0274 595021.*

## A boost from AAH

AAH Pharmaceuticals have a selection of OTC brands on promotion during November. They include: Lemsip cough linctus, Hill's balsam, Silvikrin hairspray, Sunsilk shampoo, Lillets tampons, Libra slender, Toni perms, Sensodyne toothpaste, Soft and Pure cotton wool, Atrix cream, Ultra Plus Peaudouce convenience and Cow & Gate baby meals. *AAH Pharmaceuticals. Tel: 0928 717070.*

## Braun go to Press

Braun have launched a £250,000 Press campaign for their lady shave style shavers.

The campaign will run for 10 weeks in the women's Press and features the full colour advertisement used in last year's campaign.

The advertisement is expected to be seen by 70 per cent of its target audience say *Braun UK Ltd. Tel: 09327 85611.*

## Clorets in a fresh promotion

Hall Brothers are promoting their Clorets breath freshner range by distributing free samples to commuters in seven major rail stations in the South East.

This forms part of a £3.2m national advertising campaign for the product.

Eight Clorets girls are distributing the samples at Victoria, Brighton, Cannon Street, London Bridge, Waterloo, Southend and Marylebone over the next two months.

Commuters will also be given a competition entry form to win a holiday in the Swiss Alps. *Hall Brothers. Tel: 061 766 5471.*

## Elancyl is on trial

Elancyl and *She* magazine are conducting a consumer trial of the Elancyl massage glove method and Elancyl MP24. A

questionnaire appears in this month's edition of *She* and a sample group will be selected for each product.

The progress of each group will be monitored and a "before and after" feature will appear in the April 1990 edition. *Alberto Culver. Tel: 0256 57222.*

## The big time for Samsara is coming up

Guerlain are promoting their latest fragrance, Samsara, over the next two months, in what is described as their largest ever Press campaign.

Advertisements will appear in *Vogue*, *Harpers & Queen*, *Marie-Claire*, *Cosmopolitan*, and *Woman's Journal*, with further advertising scheduled for the January editions of *Elle*, *New Woman* and *Options*.

The Press campaign will be supported by the company's first ever television campaign which was shot in Tibet. It is currently being screened in London, Central, Granada, Tyne Tees and Scottish regions. *Guerlain Ltd. Tel: 01-998 1646.*

IF YOU'RE  
RECOMMENDING A  
NATURAL TRANQUILLISER  
YOU WANT TO  
RECOMMEND ONE  
THAT'S EFFECTIVE.

# Pharmacies hold on to sweeteners market

Pharmacies and drugstores still take the lion's share of the £36m non-sugar sweetener market.

But widening of sales beyond the slimming-aid sector means consumers are now considering sugar alternatives as a normal part of their day to day buying patterns, resulting in the grocery trade taking an increasing share.

This is one of the conclusions of a Sweetex report, "The Continuing Revolution", published this week. Although the grocery trade's share of the market has risen from 21 per cent in 1986 to 31 per cent last year, pharmacies are not losing sales volume because the grocers' increase is almost entirely the result of growth in the market.

The market, which was worth £24.5m in 1986, is expected to reach £48.1m over the next two years. Sugar has lost an estimated £40m worth of sales since 1984 and continues to decline. New generation sweeteners will show substantial growth, the report predicts, particularly through grocers, but volume sales of saccharin will be maintained thanks to a loyal core of

consumers. Saccharin takes 79 per cent of sales.

It is unlikely that there will be any further significant product developments for many years, although all major suppliers are heavily involved in research. Own-label may make some minor inroads into the more price-sensitive saccharin sector, but is unlikely to do so in the new generation sector which is heavily supported by the major brands.

The four main brands — Sweetex, Hermesetas, Canderel and Natrena — together account for more than 76 per cent of volume. In 1988 they spent a total of £5.3m on television and Press support, with Sweetex the highest spender.

Tablets are still the most popular presentation, but granulated and powdered sweeteners have taken 19 per cent of sales. Latest research shows that 16 per cent of purchasers use non-sugar sweeteners in puddings and desserts, and 6 per cent use them in baking, a sign of how the "normalisation process" is taking hold, says the report.

Each Natracalm tablet contains the equivalent of a full 500mg of Passiflora incarnata.

(Which, as you probably know, is a herbal remedy traditionally used for the symptomatic relief of nervous tension and the stress and strain of everyday life).

Natracalm represents a new generation of herbal remedies: it contains a higher level of active ingredients than many herbal products previously available.

It has a full product licence, and is GSL so no prescription is required.

And, at a time of growing concern about potential tranquilliser dependency, and when customers will increasingly be seeking your advice, it's reassuring to know

## GLA from Solgar

Solgar Vitamins have introduced One-A-Day GLA capsules, containing gamma linolenic acid-rich, borage seed oil.

The oil is claimed to contain twice as much GLA as that from evening primrose oil.

The capsules are sugar, salt,

starch and yeast free, without artificial flavouring.

They come in bottles of 30 capsules (£7.11), at a trade price of £3.58. *Solgar Vitamins Ltd. Tel: 0494 778810.*

**Mentholatum** say that regular size packs of Deep Heat extra strength rub are being sold now. Packs are 55g £2.93 and 110g £3.95. *The Mentholatum Company Ltd. Tel: 0734 340117.*

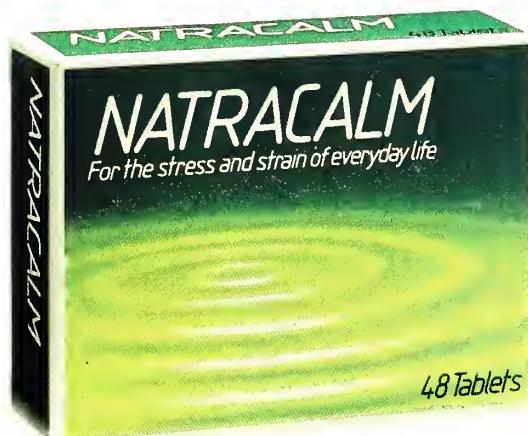


*Cannon Babysafe marked the launch of the Avent steam steriliser's in-house production with an open day at the company's Glemsford base in Suffolk. Celia Atkin (centre) wife of Cannon's managing director Edward Atkin is pictured presenting sterilisers to health visitors from the local area and to the West Suffolk Hospital. Cannon have employed five new staff to work on the steriliser production line and six new staff have been recruited to work in packing due to a general upturn in demand for Cannon Babysafe goods*

that Natracalm is non-addictive and has no known side effects.

Last, but not least, Natracalm is backed by major advertising campaigns in both the national and women's press.

**The Natracalm formula works. You can recommend it with confidence.**



Park Road, Overseal, Burton-on-Trent,  
Staffs DE12 6JT.

## ST market is booming say companies

The retail market for sanitary protection products increased by 6 per cent year on year to £138m in 1988, says the latest report from the Association of Sanitary Protection Manufacturers.

The report reveals that usage of disposable hygiene products in the UK is virtually 100 per cent, and it is estimated that the average British woman will spend up to £9.76 a year on sanitary protection products.

The two dominant protection products are towels and tampons and in 1988 towels accounted for 56 per cent of sales in volume, with tampons accounting for 44 per cent.

The towel market has grown by 3.5 per cent to £77m and tampons have increased to £61m (£57m 1987).

The report says there has been an increase in sales of new products such as mini pads, pant liners and individually wrapped towels this year. This has offset a gradual but steady decline in sales of looped towels, it is claimed.

From a base of 100 in 1974 the price of sanitary towels has moved to 300 in 1987 and tampons to 339. Over the same scale, the UK retail price index has moved to 412.

The report states that this shows that the industry has successfully held back pricing inflation for products.

## Oral-B crossover

Oral-B Laboratories, have announced details of a cross-couponing promotion on their interdental products and range of professional toothbrushes.

From the beginning of November, Oral-B Plus toothbrushes will each carry a 20p money-off coupon on a fix-a-form label. It will be redeemable against purchases of dental floss, super floss, dental woodsticks and plaque check disclosing tablets, all in the Oral-B range. *Oral-B Laboratories. Tel: 0296 432601.*

**AAH Pharmaceuticals** have introduced a verrucae treatment pack (£1.69) and toothache tincture (£0.99), both made by J. Pickles Ltd, into their Vantage own label product range. *AAH Pharmaceuticals. Tel: 0928 717070.*

## Duracell are drumming

Duracell are supporting their new battery range with a "drumming bunny" promotion.

The original Duracell drumming bunny is being offered free to consumers with 15 proofs of purchase, or for £5.95 and two proofs of purchase.

In addition, customers in selected outlets will be able to enter a Duracell in-store draw to win a free bunny.

A range of point of sale material is available including leaflets, headers and the drumming bunny. *Duracell UK. Tel: 0293 517527.*

## Savlon PR push

Savlon is hitting the headlines this Autumn with major PR activity in two national titles, the *Daily Express* newspaper and *Woman's Own* magazine.

The promotions will boost Care Laboratories' road safety campaign currently sponsoring Manchester's lollipop men and women who wear coats with the words "Stay Savlon Safe" on the back.

In a follow-up to the original idea Care Laboratories have now teamed up with *Woman's Own* to find a Lollipop Person of the Year.

Six finalists will be invited to an all expenses paid trip to the final judging session at a top London hotel, and there are Savlon first

## ON TV NEXT WEEK

GTv Grampian	U Ulster	SK Sky
B Border	G Granada	STV Scotland (central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TV South
C4 Channel 4	TV-am Breakfast	TT Tyne Tees
	Television	

Celsius:	U
Dimension:	All areas except A, HTV, TVS & TV-am
Format:	C, G, Y, LWT
Listerine:	GTV
Microglide:	All areas
Nicobrevin:	STV, Y, ITV, C4
Plax:	STV, Y, C, A, TT
Radox Moments:	Y, HTV, TTV
Sanatogen:	All areas except CTV, C4 & TV-am
Seven Seas cod liver oil:	All areas
Setlers Tums:	All areas
Signal toothpaste:	All areas except LWT, TTV, HTV, TVS & TV-am

aid kits for 20 runners-up.

The company has also joined forces with the *Daily Express* to produce a fluorescent safety sticker, designed to go on school children's coats and bags this Winter. The stickers specially designed for the *Daily Express*, feature the new Savlon teddy bear logo. *Care Laboratories Ltd. Tel: 0625 535577.*

## Old English is striking

Crowner Products have relaunched the Yorks Old English range of home care products.

The range is now packaged in coloured bottles with labels that clearly identify the products, says the company. The range will maintain its traditional heritage as well as its "green" values, say *Crowner Household Products. Tel: 0273 834716.*

## Unichem are more discreet

Unichem will be repackaging their entire incontinence range in the New Year with a view to making the products "more discreet."

The new packaging has been deliberately designed to make the new packs easily identifiable in the shop but anonymous in the street, says the company. *Unichem. Tel: 01-391 2323.*



## Distribution agreed

Countercall have agreed to distribute Verify's Aqua Test water test kits for aluminium and for nitrate. The kits are supported by point of sale material, say Countercall.

For the Hill's Balsam range there is a buy now pay later scheme for pharmacists with the added guarantee that products not sold will be uplifted in April 1990, say *Countercall Ltd. Tel: 021 356 0478.*

## Berries are back on TV

Seven Seas are promoting their "berries" supplements in a television advertisement beginning next month.

With a spend of over £1m the campaign will appear on ITV and Channel 4 in the Thames region.

The commercial conveys the message that berries are the tastiest way of taking vitamins and minerals, says the company.

The berries and Seven Seas supplements will also be featured in double-page, colour advertisements in the woman's Press from November. *Seven Seas Health Care Ltd. Tel: 048275234.*

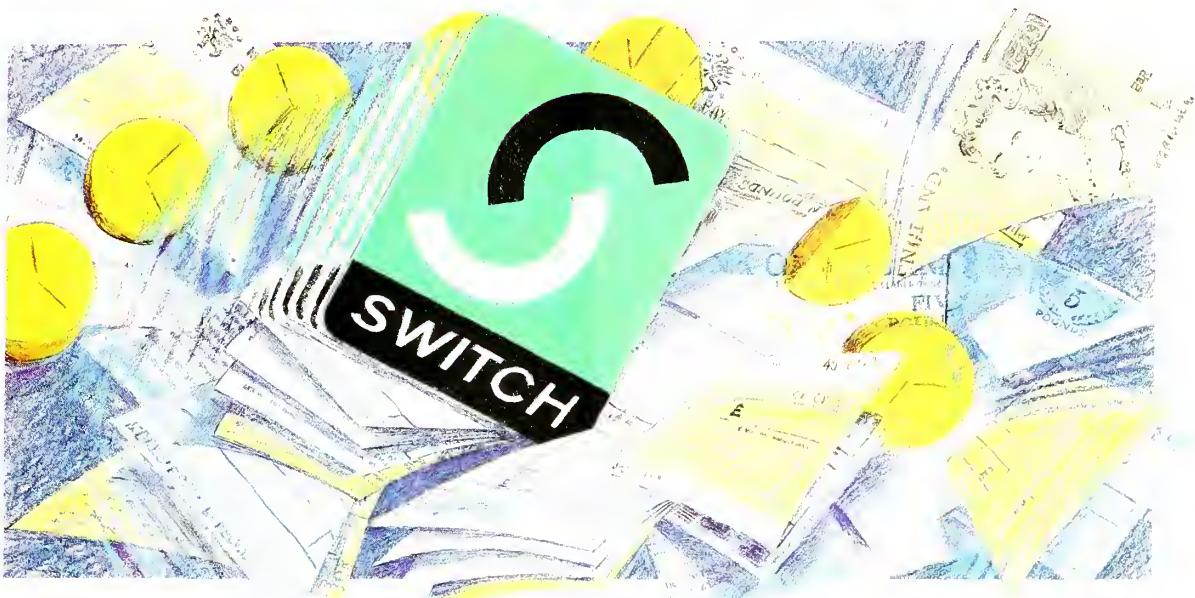
## How to win a hol for two with Effico

Pharmax are giving pharmacists the chance to win a weekend for two in Paris with their Effico tonic display prize draw beginning next month.

There are also eight runners-up prizes available in the form of Trusthouse Forte leisure cheques to the value of £40.

Effico draw tickets will be issued by Pharmax representatives until November 29, say *Pharmax Healthcare. Tel: 0322 91321.*

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**MIDLAND**  
MERCHANT SERVICES



# A very special delivery from Cow & Gate

Cow & Gate, the babyfeeding specialists, enjoy an unrivalled position in the babyfeeding market with the widest portfolio of products, catering for infants up to the age of 18 months. This range includes infant milk formulas, baby meals, pure fruit juices and rusks, all designed to offer sound nutrition for infants.

This month heralds the arrival of a major new product launch for Cow & Gate, which is designed not only to meet the needs of today's busy parents, but also to provide a valuable incremental profit opportunity for retailers in this dynamic market place.

immediate use. With such convenience, mothers will find they have greater mobility and freedom, affording them time to travel, shop and plan visits more easily.

For those who choose to bottle feed, such

and manageable and it is easy for mothers to see how much baby has taken. The 100ml (3.5 fl oz) is suitable for babies in their early days and the 200ml (7 fl oz) is designed for older babies who demand more substantial feeds.

## RTF - Ready-to-feed

Considerable trial is expected and Cow & Gate's market research demonstrates that 94 per cent of mothers questioned regarded the RTF as a winning concept. Some 61 per cent of these mothers endorsed the products unique advantages, which offer them greater freedom to organise their lives.



A buoyant babymilks market emanating from a rising birth rate and extended use of babymilks, as recommended by the DHSS, has primed the market for new ready-to-feed (RTF) babymilks.

With extra market growth forecast in prepared babymilks, Cow & Gate introduce this Autumn both Cow & Gate Premium and Cow & Gate Plus in RTF format, in 100ml and 200ml glass bottles, thus becoming a range extension to the existing familiar Premium and Plus powders. Cow & Gate have been supplying these feeds to hospitals for many years to complement the busy hospital environment, so Cow & Gate's RTF will already be familiar to mothers. Cow & Gate's RTF is truly "ready to feed", as opposed to other products which offer only a ready mixed option.

Taking into consideration the needs of mothers ascertained through detailed research, Cow & Gate have produced glass bottles that simply need a locking ring and teat attached in order to create a "ready meal" for baby. The Cow & Gate RTF's are convenient to use and save time as there is no more mixing of feeds or sterilising of bottles. The bottles will be handy in the home or out of doors — ideal for night feeds and ready for

a product will provide easy answers for all the out of home visits and shopping expeditions which would normally be restricted by feeding times and lengthy sterilising processes. Travelling becomes easier as does delegating the feeding. Mothers need no longer worry about giving the task of feeding baby to a "third party" — fathers, grandparents and friends — who may not be familiar with the preparation of feeds. Cow & Gate now have the product which assures consistency and thereby confidence.

Cow & Gate's familiar safety button in the cap gives mothers the benefit of knowing that the product is vacuum sealed and sterile. In addition, the bottle and cap are covered in a plastic security wrapping which is easily removed at the time of feeding, and the bottle is presented in a carton. The unopened ready-to-feed babymilk should be stored in the carton in a cool, dry place, until mothers require it. A sterilised locking ring and teat is all that is needed to make this RTF the complete stand-by at any time (most locking rings fit the neck of the Cow & Gate bottles).

The RTF has exactly the same nutritional content as the equivalent powders so the products are interchangeable. The glass bottle has been designed to be comfortable

Cow & Gate will be advertising in baby annuals distributed via the Health Service, informing mothers of the availability of the new format Premium and Plus RTF babymilks.

The pharmacist will find these RTF babymilks provide a greater opportunity to maximise on the loyal custom of mothers with young babies, for whom convenience is a major priority.

## Product

To convey to mothers that the products are exactly the same as existing Cow & Gate Premium & Plus powders, Cow & Gate are following through the same pack graphics as appear on the tins of Premium and Plus powders. To help mothers understand and make their choice, the company recommends that retailers place RTFs next to the corresponding Cow & Gate powder.

The 100ml and 200ml bottles have a shelf life of 12 months, and will be available to the retailer in outers of 12.

New Premium and Plus RTF babymilks will be available to the trade nationally this Autumn. The products are competitively priced and will retail at approximately £0.35 for the 100ml and £0.49 for the 200ml bottles.



## A milk range to satisfy baby and the market

The powdered babymilks market continues to expand with the new RTFs providing extra market growth opportunity. The existing babymilk brands, Cow & Gate Premium and Plus in powder format, continue to provide the right choice for babies of all ages. Both provide a nutritionally balanced food for babies. Premium is made from cows' milk which has been modified to provide a babymilk formula with nutrient levels based on mature breast milk and is suitable for babies of all ages.

Plus contains a protein more likely to be slowly digested than that in Premium and is therefore often found to be suitable for hungrier bottlefed babies. The midwives and health visitors help a mother choose which milk is best for her baby — the pharmacist can help a mother who may need further guidance. Again, in terms of informing mothers of the availability of the RTF babymilks, Cow & Gate Premium and Plus milk tin lids will carry

information about the new product.

**Specialised Formula Foods**

The majority of newborn infants thrive on breastmilk or babymilks, but a small minority of babies have a medical condition which requires special dietary management. This may involve the use of foods which are free from one or more constituents present in a normal diet or which have a particular physiological property. For these individuals, Cow & Gate have developed a range of Specialised Formula Foods, in liaison with doctors and dietitians.

There are eleven products in the Specialised Formula Food range — a range which is continually revised and updated to ensure that products comply with current medical opinion.

The company has a long-term commitment

to this range of products which has contributed significantly to the improved dietetic management of a wide range of disorders and has maintained Cow & Gate as the specialists in infant feeding. These products should only be used with medical supervision.

### Consumer Information

Within a babymilks market currently valued at £84m, the trend towards purchases in the multiple grocers has been arrested and the chemist trade remains the most important in the babymilks market with a share of 39 per cent. Cow & Gate remain strong market leaders within the independent sector of the chemist trade and Plus is the biggest selling individual product. Some 74.5 per cent of mothers with babies six to nine months bottle-feed using babymilks as do 39 per cent of mothers with babies aged 9 to 12 months.

While it is unlikely that the babymilks market will continue to expand as fast as it did in 1988 when a 15 per cent volume increase was recorded, it is likely that, with the emergence of the new RTF babymilks sector, market growth may be further stimulated. Also, with more working mothers, the continued requirement for convenient methods of feeding, and Government recommendations that mothers using babymilks should continue to do so for up to 12 months, extended usage of babymilks can be expected. Cow & Gate predict that the market will further rise to around £85m by the end of 1989 — an increase of 6 per cent since the end of 1988.

### Brand Image

Cow & Gate's managing director, Peter Roebuck, is confident that the company's launch of the new RTF babymilks into the market represents a major development in babyfeeding. "Cow & Gate have always offered the chemist babymilks which meet up with exacting standards in terms of quality and manufacturing excellence," he says.

These new RTF babymilks offer mothers a completely new option which combines safety with the ultimate in convenience. We are sure that, with a support package including advertising to health professionals, mothers (via the baby annuals) and the trade, the good news that these babymilks are now widely available will prompt extended trial and usage."

Cow & Gate's new RTF babymilks have been designed to give mothers the convenience they want. By producing the RTF which is familiar to mothers in the hospital environment, and making it available to them through retail outlets Cow & Gate are demonstrating their commitment to the needs of mothers.

The chemist trade will benefit from the introduction of Cow & Gate's RTF into the community as this RTF babymilk provides the "bridge" between hospital and home, thus offering an opportunity for the pharmacist to capitalise on this development in the babymilks market. The RTF provides a new market sector which can be exploited and has been identified as having further growth potential in an already expanding market.

The initial relationship which has developed between a new (or even second time) mother, is a vital one and a role which the pharmacist is well able to develop to his benefit.

*Further information from Cow & Gate Ltd, Cow & Gate House, Trowbridge, Wilts. Tel: 0225 768381.*

# A breath of pure inspiration

## Lower respiratory tract. Part 1: Structure, physiology function and disease symptoms.

In the first of a three part series, Evelyn Cromarty, principal pharmacist at Brompton Hospital, London, looks at the structure and function of the lower respiratory tract along with a few tell tale signs of diseases which affect the system. Mrs Cromarty is a tutor on the North West Thames regional clinical pharmacy training scheme.

### Structure

The respiratory system is made up of the lungs, a system of air passages connecting the lungs to the external environment, and a network of capillaries in intimate contact with the terminal respiratory units of the lungs. In addition, supporting skeletal structures and muscles of respiration are present for effective movement of air through the air passages.

**The lung** can be defined as a mass of thin wet epithelium (the alveolar capillary membrane) which allows oxygen ( $O_2$ ) to rapidly diffuse from the air into the blood and carbon dioxide ( $CO_2$ ) to rapidly diffuse from the blood into the air. The membrane, with a surface area of approximately  $60m^2$ , is arranged as clusters of small air sacs (alveoli) and extends from the alveoli into the alveolar ducts. Several of these ducts unite to form a respiratory bronchiole (0.025cm in diameter). This pattern of progressive union of smaller air passages forming a larger air passage is repeated sequentially until the lobar bronchi (0.1cm diameter) are formed. These unite to form the right and left primary bronchi which emerge from the root of each lung (hilus) to join to form the trachea (figure 1).

**Blood supply** The capillaries involved in gas exchange are integral components of the lung. They surround the alveoli and arise from arterioles which, in turn, have been formed by progressive branching of the left and right pulmonary arteries and accompany the air passages from the primary bronchi to the terminal respiratory units. These capillaries drain into the pulmonary veins which progressively unite and course through the substance of the lung to exit at the hilus.

Nutrient blood supply for the walls of the bronchi and other tissues is supplied by the bronchial arteries which branch to accompany the airways to the terminal respiratory units then extend to supply the pleura. Blood from the bronchial capillaries drains mainly into the pulmonary vein. In addition, the lungs are supplied with an abundant network of lymphatic vessels which drain into the lymph nodes at the roots of the lungs.

Throughout each lung, a network of elastic and collagenous fibrous tissue forms a matrix surrounding the capillaries and alveoli. Elastic fibres are also found throughout the walls of the bronchi and bronchioles. These are continuous with those of the capillaries and alveoli. The fibrous connective tissue

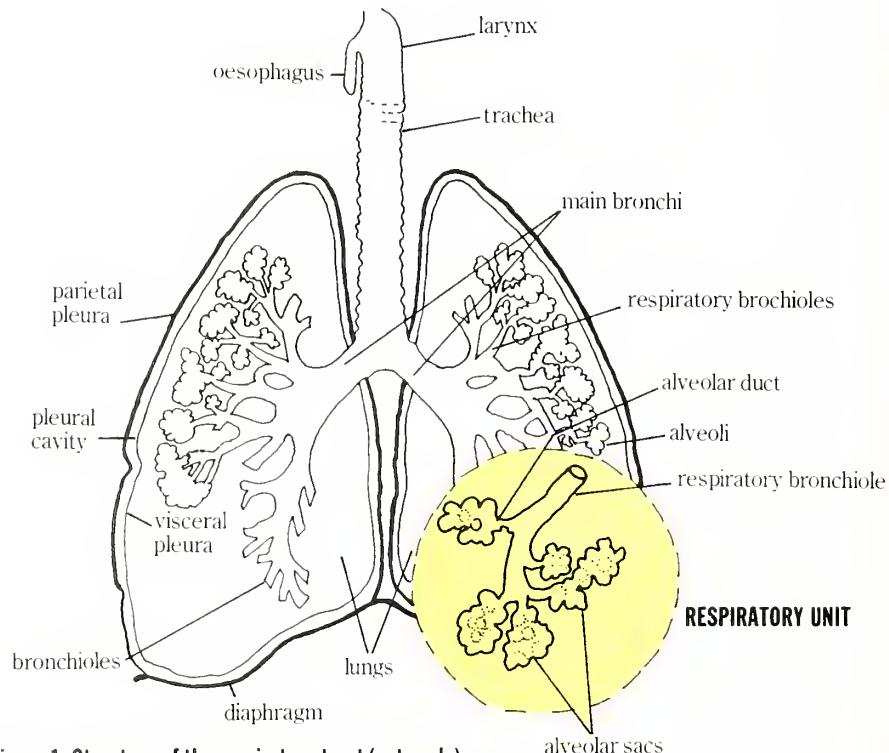


Figure 1. Structure of the respiratory tract (not scale)

prevents over-expansion of the alveoli and contributes to the elastic recoil properties of the lungs.

**Thoracic cage** The lungs fill but move freely within the thoracic cage which consists of the sternum in front, the spinal column at the back, the ribs encircling the chest and the diaphragm below. The sealed cavity formed is called the pleural cavity and it is lined with a lubricated membrane, the parietal pleura. The lungs are covered with a similar membrane, the visceral pleura, so they slide freely inside the pleural cavity and enlarge when the cavity enlarges.

### Physiology

**Mechanics of breathing** The visceral and parietal pleurae are lubricated by a fluid secreted into the interpleural space. Constant reabsorption of this fluid by the visceral pleura keeps the interpleural pressure negative at all times. In the resting state between the end of one expiration and the beginning of the next

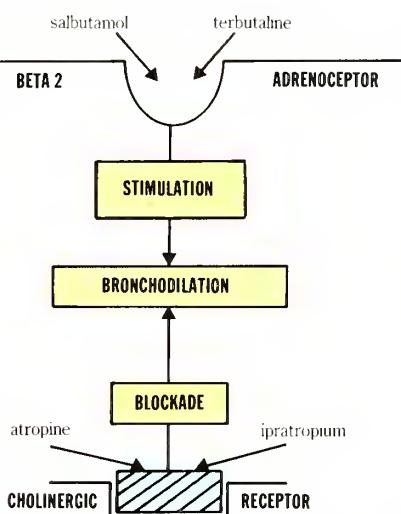
inspiration this negative pressure is sufficient to overcome the forces created by the elastic lung fibres to keep the lungs partially expanded.

The presence of surfactant in a monomolecular layer at the interface between the air in the alveoli and the fluid layer covering the alveolar walls ensures the alveoli do not collapse at the end of expiration and air is retained in the alveoli at all times.

The thoracic volume increases during inspiration, increasing the negative interpleural pressure. This leads to expansion of the visceral surfaces of the lungs creating a negative pressure within the airways which is relieved as air rushes in through the upper airways.

The lung expansion stretches the elastic fibres and as soon as the muscles of inspiration relax, expiration begins as the elastic fibres recoil, forcing air out of the alveoli and airways. Eventually the force of the elastic tissue causing deflation of the lung is balanced by the negative interpleural pressure and the resting state is reached.

**Figure 2. Principal pathways for autonomic control of the airways**



In adults inspiration during quiet breathing is achieved almost solely by contraction of the diaphragm. This contraction increases the volume of each pleural cavity in the vertical plane. During periods of forced ventilation the accessory muscles of respiration stabilise the chest wall and move the ribs and sternum upwards and outwards and the expiration process becomes active primarily by contraction of the abdominal muscles.

Marked movement of the chest wall during breathing at rest is an indicator of respiratory disease.

**Mucociliary clearance** The epithelium of the trachea, bronchi and bronchioles contains tall columnar cells and mucus-secreting cells. In healthy individuals the bronchial tree produces 100ml clear mucus daily. Fine particles of dust in the air are trapped by the mucus and swept away from the lungs by constant beating of the cilia. Foreign particles that penetrate as far as the alveoli are engulfed by phagocytic cells which move through the tissues. Some reach the ciliated bronchial mucosa and are swept away in the mucus while others are removed by the lymphatic drainage system.

**Control of breathing** Breathing movements are controlled and coordinated involuntarily by the respiratory centre in the medulla oblongata via the lower motor neurones to the inspiratory and expiratory muscles. However, considerable voluntary control may be superimposed.

**Stretch receptors:** breathing is also influenced by reflex mechanisms initiated in the lung. Inflation of the lungs stimulates stretch receptors in the airways. This causes a discharge of impulses which at a sufficient intensity inhibit inspiration. Deflation of the lung decreases the input from the stretch receptors and so increases the rate and force of inspiratory effort.

**Chemoreceptors:** chemoreceptors which respond to decreased oxygen in the blood are situated in the carotid artery and the aorta. They are also sensitive to excess carbon dioxide and their sensitivity to oxygen lack is enhanced by excess carbon dioxide. These receptors are linked to the medullary respiratory centres and chemoreceptor stimulation induces a reflex increase in the rate and depth of breathing.

**Acid-base balance:** the most sensitive receptors to chemical stimuli affecting ventilation are located near the medullary

respiratory centre. They are stimulated by increased hydrogen ion concentrations in the cerebrospinal fluid which is most often due to an increased arterial carbon dioxide content but can also be due to metabolic acidosis (eg in uncorrected diabetes mellitus). The resulting increase in the rate and depth of breathing increases the elimination of carbon dioxide and thus produces compensatory falls in the carbon dioxide and hydrogen ion concentration of the blood.

**Autonomic control of the airways:** the trachea contains bands of smooth muscle and the walls of the smaller respiratory passages contain a layer of smooth muscle beneath the mucosa. This smooth muscle contains both sympathetic beta-2-adrenoceptors and parasympathetic (cholinergic) receptors (figure 2). In addition a complex variety of cells, mediators and neural pathways are involved in airway control as will be discussed in the description of the mechanisms of asthma in a later article.

**Reflex mechanisms** Cough is initiated when irritant receptors, mostly in the pharynx, larynx, trachea and major airways, are stimulated. The cough may be triggered by sputum in the respiratory tract (eg in acute infections) and may therefore be useful. Cough is also stimulated by cigarette smoke, cold air and pungent smells. Asthma is associated with a hyper-responsiveness to such stimuli, particularly when the asthmatic symptoms such as wheeze are present.

Hiccup is a rapid involuntary inspiratory movement of the diaphragm during which the air flow is impeded by closure of the glottis. Persistent hiccup is often associated with inflammatory conditions of the thorax and abdomen. It may follow abdominal surgery and often occurs in uraemia and in some central nervous system diseases.

## Function

The function of the lungs is gas exchange which is the transfer of oxygen from the atmosphere to the tissues and the elimination of carbon dioxide from the tissues to the atmosphere. These functions are dependent on the:

- ventilation — increase and decrease in lung volume;
- mixing efficiency — impaired when the airways are obstructed, and
- diffusion of the gases — passage of gas from the alveoli to the blood.

Testing these facilitates identification of the cause of respiratory symptoms, as well as quantifying the severity of any disturbance. To understand respiratory function testing a knowledge of the various sub-divisions of the lung volume is required (figure 3).

### Respiratory function tests

**Peak expiratory flow rate (PEFR)** is the simplest and most commonly used respiratory function test and is a particularly good indicator of airway constriction. The flow rate of air out of the lungs during maximum expiration depends initially on the force generated by the expiratory muscles and the calibre of the airways. The flow rate rises rapidly to a maximum approximately 10 milliseconds after the start of a maximum forced expiration, that is, to peak expiratory flow rate. Asthmatics are now encouraged to measure their own PEFR regularly at home using a peak expiratory flow rate meter (figure 4) to aid early identification of any developing irreversibility of their bronchoconstriction.

Mini Wright peak flow meters are available from suppliers such as Clement Clarke International in Wigmore Street, London (tel: 01-580 8053), John Bell & Croyden, also in

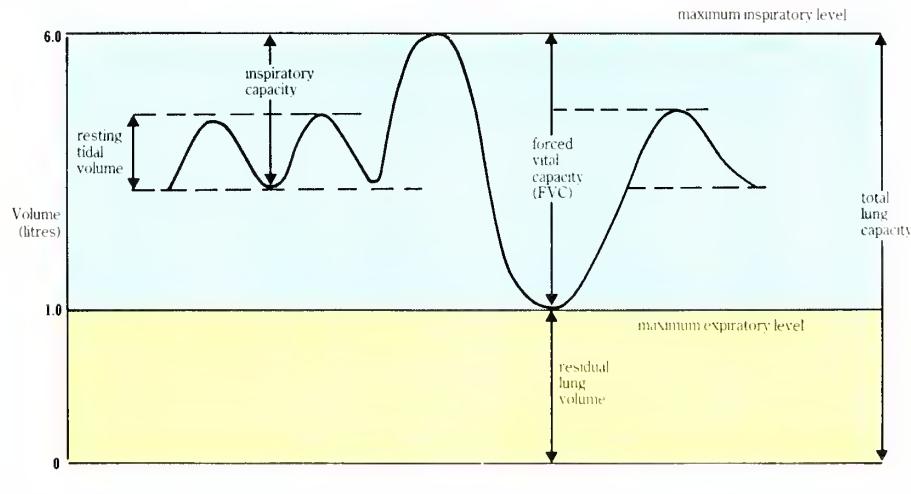
*Continued overleaf*

**Table 1 Normal respiratory function values**

Predicted respiratory function results for a 26 year old male with normal respiratory function and one with severe airways obstruction due to asthma. (Predicted normals vary with factors such as sex, age, frame size)

Respiratory tests	Normal respiratory function	Severe airways obstruction due to asthma
PEFR (l/min)	600	150
FEV <sub>1</sub> (litres)	4.2	1.1
FVC (litres)	5	3.2
FEV <sub>1</sub> /FVC (%)	82	34

**Figure 3. Lung volumes and capacities**



Continued from p709

Wigmore Street in London (tel: 01-935 5555) and the Asthma Society based in London (tel: 01-226 2260). Prices range from around £8 to about £15 and there are adult and children's versions available.

**FEV<sub>1</sub> and vital capacity:** the amount of air expelled during the first second of a maximum forced expiration is called the forced expiratory volume in one second (FEV<sub>1</sub>) (figure 5). This reflects narrowing of the airways during expiration and is normally expressed as a percentage of the total volume expelled (forced vital capacity) to give the forced expiratory ratio  $\text{FEV}_1/\text{FVC}$ . This ratio is normally greater than 75 per cent. However, in patients with airway narrowing it is often less than 50 per cent as the reduction in FEV<sub>1</sub> is greater than that of FVC. Asthma is characterised by a continual variation in FEV<sub>1</sub>. The normal respiratory function values are given in table 1

## Symptoms of respiratory disease

The most important symptoms of respiratory disease are cough, sputum, haemoptysis (blood in the sputum), breathlessness, wheeze and chest pain.

**Cough** is probably the most common respiratory symptom. It is a useful mechanism for clearing air passages of foreign materials and excess mucus. However, it is abnormal when persistent, painful or associated with sputum production or haemoptysis.

A worsening cough is a common presenting feature of lung cancer, while a dry nocturnal cough is common in asthma. Clearly, complete suppression of coughing is not beneficial although drugs may be useful to suppress the intensity and frequency of coughing in many cases where a cough is unproductive and annoying. Their use may delay diagnosis and treatment of the underlying condition.

**Sputum** is coughed up when normal mucociliary clearance mechanisms are overloaded by excessive mucus production. Exacerbations of respiratory disease are associated with increasing volumes of sputum. Daily volumes greater than 50ml may be coughed up in conditions such as chronic bronchitis and cystic fibrosis. The appearance of sputum is an important diagnostic tool (table 2). The presence of haemoptysis is a serious symptom demanding investigation, although the cause is sometimes never established.

### Counselling points

- The history and features of a cough and volume and appearance of sputum must be ascertained for each request for an over-the-counter cough preparation.
- A worsening, persistent or painful cough, or the presence of abnormal sputum indicates the need for medical referral to hasten diagnosis and treatment of the underlying condition.

**Breathlessness** is an often unpleasant awareness of the sensation of breathing. The severity is quantified by a patient's exercise tolerance, ie how far they can walk on the flat and how many steps they can climb.

**Wheeze** is often present in patients with airways obstruction due to asthma or chronic bronchitis. When the intra-thoracic airways are already narrowed, further reduction in

airway calibre during expiration results in airway "closure" and marked limitation of flow. This also provides the mechanism of expiratory wheezing.

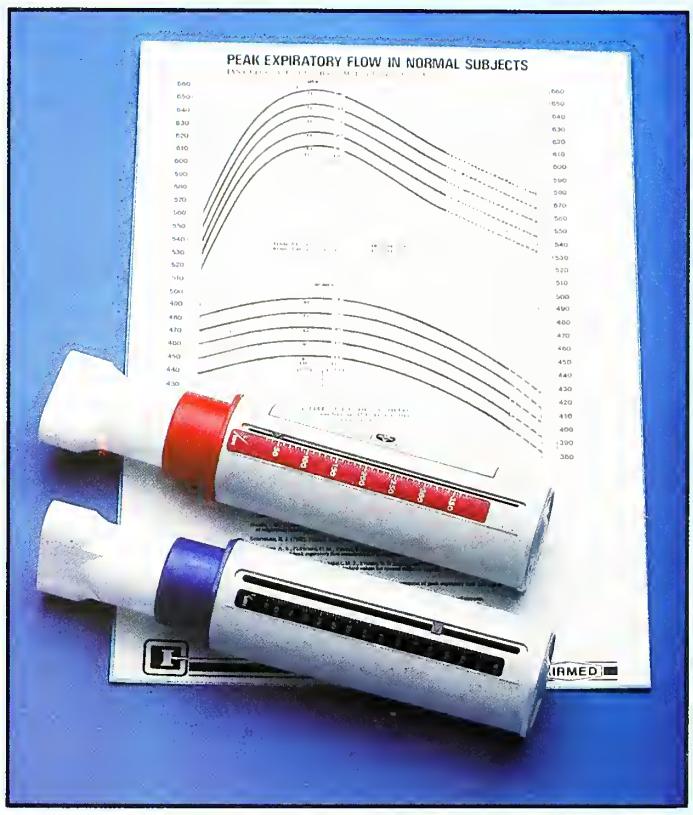
**Chest pain** can be a symptom of a serious underlying condition. Pleural pain due to infection, inflammatory or malignant involvement of the parietal pleura is a sharp, often well localised pain which is frequently worse on deep inspiration and causes a patient to catch their breath.

Chest wall pain due to rib fractures causes local pain and tenderness and many conditions affecting structures within the chest wall can cause pain, for example angina or oesophagitis.

### Counselling point

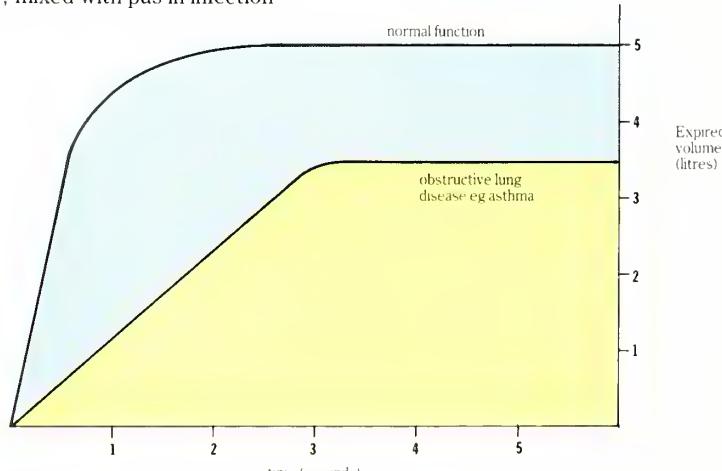
- The presence of chest pain or a recent history indicating increasing airways obstruction (decreasing exercise tolerance or worsening wheeze) require medical referral for investigation and treatment of the underlying condition.

**Figure 4. Testing lung function with a peak flow meter (right) helps identify the cause of respiratory symptoms as well as qualifying the severity of any disturbance**



**Table 2 Sputum appearance in respiratory disease**

- clear and white mucus as in chronic bronchitis
- thick, sticky mucus in cystic fibrosis
- in asthma, sticky mucus plugs and yellow colour due to excessive eosinophils
- pus mixed with the mucus, yellow or green, indicates infection
- presence of blood — rusty colour in acute pneumonia, bright red in the presence of a tumour, mixed with pus in infection



**Figure 5. Expired volume of air during a maximum forced exhalation.** In obstructive lung disease the additive effect of intrathoracic airway 'collapse' during exhalation, results in a reduction in expiratory flow. Consequently the volume of air is only slowly exhaled and  $\text{FEV}_1$  is a small fraction of FVC

# Practice research unit opens at Queen's

Last week the pharmacy practice research unit at The Queen's University of Belfast was officially opened. It houses the pharmacy practice research group set up in 1988 following the joint award of a Nuffield Foundation grant to the School of Pharmacy and the Pharmaceutical Society of Northern Ireland. Professor Alain Li Wan Po, director of the School, explains the composition of the group and how he hopes to develop practice research within the unit.

"The new unit is housed in space newly allocated to the School of Pharmacy by the University authorities, who also provided the necessary funds for a complete refurbishment. In addition to office and work areas for research staff there is a library for the School's collection of journals and reference texts, a computer room with word processing and patient medication record data base systems, a dark room and an audio visual laboratory.

"The pharmacy practice research group has expanded significantly since it was founded. In addition to Dr Terry Maguire, the Nuffield research fellow, Dr Colin Adair, a new joint appointment with the Eastern Health and Social Services Board and Mrs Claire Peacock, a teacher practitioner, are now in post. Also four PhD and one MSc students started their pharmacy practice research this month. Dr James McElnay and Mrs Muriel Singleton are joint co-ordinators of the Group.

## Responding to change

"The staff aim to promote excellence in pharmacy by research into areas of pharmacy practice which have important implications for the optimal management of patients, and in addition to provide a teaching course which responds rapidly to the everchanging needs of practising pharmacists. In association with the Post-Qualification, Education and Training Committee of the Department of Health and Social Services, members of the group participate regularly in the provision of postgraduate update courses.

"Within the wide remit of its research activities, the pharmacy practice research group aims to concentrate on research into the optimisation of the use of medicines. We will be investigating areas of pharmaceutical practice which



Chief technician Alan Robinson, Claire Peacock (centre) and Jane Whiteman getting to grips with some of the PCs in the computer room. Claire is studying for an MSc funded jointly by the University and Boots. Jane's bursary for her PhD studies in pharmacy practice comes from the Pharmaceutical Contractors Committee



The group produces pharmacy practice videos including one titled: "Interpersonal communication skills and the pharmacist". On camera is Dr Eileen Scott, co-ordinator extension services while unit PhD student Jane Whiteman counsels novel teaching methods co-ordinator Dr Jeff Millership

could be further developed for the benefit of patients. Computerised patient records is one such area. By inter-linking data bases, it is hoped that epidemiological data useful for rationalising drug use

will be gathered and modelled.

"Our research workers will aim to evaluate techniques for improving the pharmacist/patient interface to ensure optimal therapy. The work will be carried

out in close collaboration with medical colleagues and other health care professionals. To co-ordinate the clinical input to the School, Dr F. Stanford, a senior consultant at the Royal Victoria Hospital, joined the staff earlier this month. We will also work closely with community and hospital pharmacists, psychologists, social scientists and social workers.

"Industrial pharmacy practice research will include work on post-marketing surveillance and optimal trial design with emphasis on quantitative aspects. And continuing education will remain a major area of interest for the unit through both its own distance-learning group and in association with the PQET. The unit will shortly be developing a distance-learning module for the Department of Health in Great Britain and a further module for the DHSS in Northern Ireland.

"Pharmacy practice research is going to be a major area for the School and we aim to resource it in the same way as our drug delivery



Tawfeeq Al-Furaih, a PhD student from the School of Pharmacy, helps set up a display featuring the distance learning project the pharmacy practice research group provided for Kuwait pharmacy students

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Professor Alain Li Wan Po (centre) takes Mr Anthony Tomei (left) of the Nuffield Foundation and president of the Pharmaceutical Society of Northern Ireland Tom Hunter (second from right) on a tour of the unit. They are pictured in the tutorial room with joint co-ordinator of the group, Mrs Muriel Singleton and co-ordinator, novel teaching methods, Dr Jeff Millership

research group. We believe that a minimum critical mass is required for good research and in pharmacy practice research unit we probably now have it.

"Research into pharmacy practice needs to be further improved so as to meet the same criteria for quality as research in any of the more traditional pharmaceutical sciences. Out of ignorance many traditional scientists disparagingly regard all social science-type research as being superficial in nature. Quantitative social science research is often more complex than research on well-behaved physical systems.

"In addition to the deterministic behaviour of the systems being studied, the researcher has to account for the random nature of many of the variables affecting the systems. Therefore, the new breed of pharmacy practice researcher will need to learn and develop new methodologies for conducting his

work. Hence collaboration with other professionals will be essential.

"Any research needs motivated workers, with the necessary funding, to be productive. The pharmacy practice research group at QUB has managed to attract both over the past year. Some £250,000 has been raised. We are particularly grateful that the Pharmaceutical Society of Northern Ireland, Boots the Chemists, the Pharmaceutical Contractors Committee and Northern Pharmacies Ltd have all shown sufficient commitment by either helping us obtain major grants or by awarding us substantial research resources.

"The work of the pharmacy practice research group will be very much an experiment for pharmacy as a whole. For the sake of both the pharmaceutical profession and patients, we hope the experiment at Queen's will be a success."



Lecturer in clinical pharmacy Dr Colin Adaire talks through the data base program for the PC, donated by Sangers (NI) and John Richardson Computers, with one of the unit's students, Jane Whiteman

# Wholesalers hit the road and get into 'specials'

Road transport begins to make an impact on pharmaceutical wholesale deliveries in the early part of the 20th century as companies expand their stockholding to include grocery lines. In this third extract from Dr Peter Worling's thesis, he charts the increasing role of the wholesaler as a manufacturer of medicines backed by mechanisation



The railways had dominated the transport scene for the second half of the 19th century and continued to do so well into the 20th. The regular, fast and generally reliable service which the railways offered was used by pharmaceutical wholesalers to supply orders to chemist retailers. Urgent orders could be sent by passenger train for collection from the station, but the general service for parcels was more often used.

In 1898 William Paterson & Sons, a growing wholesalers in Aberdeen, noted that "special arrangements had been made to despatch urgent orders by the earliest and quickest route". By 1925 they were saying "orders received during the afternoon may be held over until next day, as goods for rail must leave our warehouse by 4pm.

The use of motor vehicles had not yet developed, as in 1900, the speed limit was 14 miles per hour and was only raised to 20 miles per hour in 1903. Despite this restriction the number of motor vehicles rose steadily and by 1910 there were over 100,000 vehicles on the roads, in general owned by the wealthy. More significant was the increased use of the motor vehicle in public transport and as taxis. By 1910 there were some 6,300 taxis in London alone and some 3,000 motor buses.

Many wholesale companies were carrying out a very mixed business at the beginning of the 20th century. The stock in trade included herbs and spices and deliveries were made to grocers and doctors, as well as chemists and

hospitals. This is understandable because a number of wholesalers had developed the supply of herbs and spices.

Raines Clark, an Edinburgh wholesaler, at that time carried a wide range of grocery sundries including the supply of ham, stored on hooks from the warehouse roof.

This widespread delivery was certainly true in Scotland and no doubt the chemist was able to take advantage of the grocery stock to replenish his larder, as well as his shop.

There was concern among pharmacists that a number of wholesalers wanted to give the impression that they catered exclusively for chemists, but at the same time they were also supporting grocers. A letter sent to the *Pharmaceutical Journal* in 1926 suggested that, "wholesalers with motor deliveries were supplying pharmaceuticals to country grocers, newsagents and tobacconists, to the chemists' disadvantage".

In 1913 Patersons issued a "Price List of Grocers' Sundries" in which the company was described as "wholesale druggists and dry salters". In the chemist quarterly price list of the same year, the company describes itself as "wholesale and export druggists and manufacturing chemists". Two separate trading faces were thus presented to their customers.

A wide range of patent medicines was available without restriction and at that time travelling was difficult for rural populations. It must be assumed that the availability of

medicinal substances and home remedies from the grocer, was of benefit to the community. The grocer was in a position to stock and supply a wide range of drugs including laudanum, quinine and tincture of senna, castor oil, epsom salts and seidlitz powders.

Much can be deduced from the level of service that the wholesalers was providing from the price lists which were issued. These contained not only a list of products, but also their trade prices and retail prices. Information was provided on the terms of sale, delivery with reference to the manufacturing facilities that were being developed by the wholesaler.

Wholesalers presented themselves to their customers as wholesale manufacturing druggists, or manufacturing pharmaceutical chemists or manufacturing chemists. Most houses placed emphasis on their manufacturing facilities to give the impression that they manufactured the majority of galenicals that they supplied. When goods were bought in, the labels were scraped off and replaced before being supplied. Galenicals purchased in bulk would be repacked into the smaller quantities ordered by chemists and labelled with the wholesaler's own label.

Many products were manufactured by wholesalers, the number variety and scale varying from company to company. Some indications of the equipment in use and the steady growth of business can be gauged from the development of the manufacturing facilities



With the recent introduction of the "G" registration, Salford-based Maudsley-Brooks have acquired a fleet of 14 new Ford Transit vans, which have become the work-horses of today's pharmaceutical wholesalers. The vans will serve customers in the North West and together are expected to cover more than 500,000 miles this year

at Bleasdale Ltd, York whose sales were reported to double between 1893 and 1913.

1902 — the Babcock and Wilcox boiler was replaced by a small vertical boiler for supply steam, electricity installed to power the mill, disintegrator and ointment department. 1903 — a Birds spirit recoverer installed, to recover spirit from tincture marc and in 1904 — the vertical boiler replaced with a Partington boiler to meet the increased power requirements. The bottle washing house rebuilt and enlarged. Recrystallisation of epsom and glauber salts started in 1907 and in 1908 — a Sheards emulsion machine installed to replace the butter churns previously used. In 1913 a new building was erected to provide a new tincture, suppository and recrystallising rooms. A new mill was built and an additional pair of granite runners weighing 2 tons each

were erected.

From the mention of the preparation of suppositories, it can be assumed that Bleasdales, in common with most wholesalers, manufactured products to special order. Many items which in the previous century would have been made up by the chemist were now available from the wholesaler, saving the retailer time and trouble.

Manufacturing records of Bradley and Bliss Ltd, Reading showed that prescriptions were prepared at that time for nursing homes, institutions, doctors and chemists. The laboratory records for 1913 show 120 entries, all made to special order.

The list of preparations is extensive with many alkaline mixtures of bismuth carbonate or magnesium carbonate, sodium bicarbonate

and chloroform water, also liquor arsenicalis, and tinctures of opium and squills, and wine of ipecacuanha.

The ointments frequently contained zinc oxide in adeps lanae hydros and olive oil while others had salicylic acid and sulphur in soft paraffin or lanoline. Pills were often demanded in batches of 72 and the task of supplying these could be passed to the wholesaler, who made or obtained them from a manufacturer such as Parke Davis.

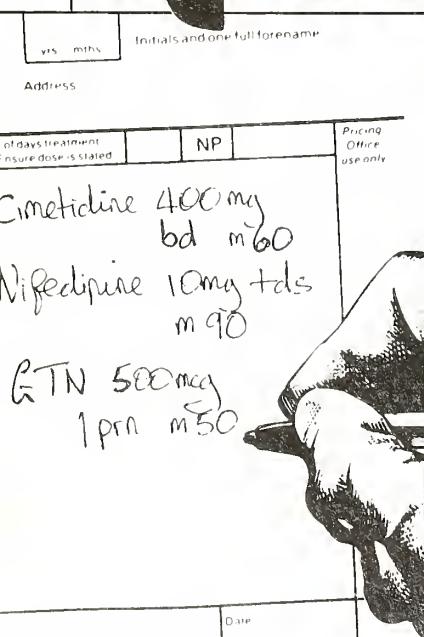
By 1940 the service records of Bradley and Bliss indicated little change. The number of mixtures being prepared had increased and the number of ointments decreased. The tablets ordered were supplied from stock, bought in from manufacturers. Two veterinary preparations are recorded and these were supplied to a country chemist who no doubt wanted to satisfy a local farming customer.

This manufacturing service continued up to the passing of the Medicines Act in 1968 which introduced new requirements for the keeping of batch samples and the testing of batches. As the quantities made for each customer were very small, the costs of these additional records and controls were out of proportion to the value of the product. Although some companies tried to maintain a so called "specials" manufacturing service, these were not economic. This, with a few exceptions, brought to an end a wholesaler service which had been in existence for some 50 years.

*This, the third extract from Dr Peter Worling's thesis is to be followed by an account of the establishment of the National Health Service. Previous extracts appeared in C&D on April 22 and June 10.*

# Q & A

**A 58 year-old man presents this repeat prescription. He has been taking cimetidine for the past four months to treat a duodenal ulcer. His angina had been treated only with GTN until two months ago, when he began nifedipine 5mg tds; this was increased to 10mg tds last month. He asks you for some extra GTN because last month he had to buy extra after only a fortnight**



# ANSWERS

1 A chronically increased need for GTN implies worsening angina, which could have several explanations. The patient's condition could be deteriorating, with a loss of angina control, which could explain the increased dose of nifedipine. Conversely, nifedipine causes ischaemic pain soon after ingestion, which might be interpreted as worsening angina. Alternatively, he may be using out-of-date GTN.

2 Cimetidine increases the half-life of nifedipine by about 20 per cent; this results in higher blood levels and possibly a higher heart rate. When, as in this case, nifedipine is added to established cimetidine treatment, an initially low dose

# QUESTIONS

- 1 Why would you want to discuss this with the GP?
- 2 Cimetidine inhibits the metabolism of nifedipine — is this significant here?
- 3 What changes in drug treatment would you suggest?
- 4 What other check should you make?

would pose few problems but a greater sensitivity to increases in dose could be expected. The recent increase from 5mg to 10mg of nifedipine may therefore be the cause of an apparent worsening of angina.

3 This problem cannot be resolved without trial and error but remember that the underlying medical condition could account for recent events.

Establish whether the angina attacks have been associated with the time of nifedipine administration — if so, a favourable response to a temporary reduction in dose would confirm this. Consider alternative anti-anginal therapy: some calcium antagonists (for example, diltiazem but not nifedipine) do not cause ischaemic chest pain although they vary in their cardiodepressant effects. Adding a beta-blocker may help — preferably atenolol because cimetidine inhibits the metabolism of propranolol. Ranitidine could be substituted for cimetidine, on the grounds that it does not interact significantly with nifedipine, but it is more appropriate to stabilise the treatment for angina.

4 Check the expiry date on your stocks of GTN, and make sure he wasn't given a plastic bottle.

# Train staff

Since completing the NPA medicines counter assistants' training course within our company I was surprised to discover from the NPA training department that pharmacists are not fully backing the scheme.

There has long been a need for a straightforward, cost-effective course for staff handling OTC medicines. When purchasing medicines or seeking advice the customer often sees and speaks to these assistants first. Their response is so important for the image of the pharmacy and the satisfaction of the customer.

The NPA course is well structured covering the main areas that sales assistants will meet every day. It teaches them to respond to the customer, advise when appropriate and, most importantly, it teaches them when and how to direct the customer to the pharmacist.

This course, which has been developed by the NPA especially for the people we employ, is well worth supporting. It benefits our staff, it benefits our customers and it benefits our pharmacy.

**Gerry Douglas**  
Ideal Chemist, Bristol

## Scales weigh in

Visitors to Chemex 89 will have seen several coin operated personal weighing machines on show. Having spoken to visitors at the exhibition and subsequently after the event it is apparent that a certain degree of confusion and misunderstanding exists regarding the market and the laws related to it.

In order for a coin operated personal weighing machine to be offered for sale, a Department of Trade and Industry weights and measures certificate number is required. Such legislation is designed to protect both the public and the owner who has a legal obligation to ensure the weighing service is accurate. The certificate is not awarded until the machine has been tested thoroughly by the DTI, which takes at least two years.

At present I am only aware of two machines which carry such a certificate number. These are the Vandoni V10 weighing machine distributed by Anglo European Health and the Body Weigher distributed by Tritech Instruments.

The NPA have approved the Vandoni V10 personal weighing

machine following a 12 months analysis of its performance within NPA member pharmacies.

I hope this information clarifies the situation and prevents pharmacists from being misled by suppliers within our industry.

**A. C. Wright**  
Sales manager,  
Anglo European Health

## Herbal dispute

May we comment on the rather alarmist view of Tim Astill and the latest proclamations by the NPA on herbal remedies? According to a press release from the NPA they've even resorted to the emotive subject of arsenic and deadly nightshade.

Really, we must protest! It's about time the record was set straight — rather than stir up a mixed bag of statements about herbal medicine which are simply not true. The fact is that herbal medicine is part of mainstream medicine (and there are many community pharmacists who make a very good living from sales of herbal medicine).

Perhaps the NPA could make a discreet inquiry at the DoH and they'll discover that licensed herbal medicines are subjected to the appropriate clinical tests and evidence demanded by the DoH, as proof of efficacy in the same way as conventional medicines. Therefore, their quality and efficacy are guaranteed in the same way.

The fact is that the NPA is getting confused with certain herbal products which are classed as food, eg ginseng, feverfew, herbal teas — and licensed herbal medicines which may have a licence of right or a full licence now to European standard. Rather than alarm community pharmacists it would have been preferable if the NPA had spelled out the fact that companies like ours have invested heavily in meeting the strict standards which also apply to man-made medicines.

And on the subject of man-made medicines, let's not hide the fact that there have been problems in recent years with so-called conventional drugs which had also undergone strict trials and testing. Or doesn't the NPA want to be reminded of this?

Between Mr Hall and I there is nearly 90 years experience in the herbal medicines business — and it is always disappointing when sweeping generalisations are made without checking the facts. Perhaps the efforts by major

manufacturers of herbal medicines, like ourselves, will convince pharmacists that we're serious about our products — and the need to provide high standards of quality and efficacy.

**E.J. Hampson, chairman,  
H. Hall, chief pharmacist,  
Potters (Herbal Supplies) Ltd**

**Tim Astill, NPA director, comments:**  
There is a sticker in the back window of a car which is sometimes parked outside my house: "Herbal medicine is safe medicine". The temptation to spray "rubbish" across the window is almost overwhelming. The "herbal is safer" message is constantly being pushed at the public and needs to be countered. That was the purpose of our Press release.

Perhaps we could have done more to distinguish between licensed and unlicensed products. We are indeed seeking to emphasise this difference in media interviews. I certainly don't know of any community pharmacist who has been "alarmed" by our release. Those who have seen it are in agreement with the general message that "nature's way is not necessarily a safer way".

## The post!

For the first time in 17 years the Post Office lost my parcel of prescriptions last month. I am sure that I am not the only one to suffer in this way, but I was rather amazed by the indifference with which I was treated by the Family Practitioner Committee and the Pricing Bureau.

The only intimation that I had that anything was wrong was the "nil" in the August payment on the October FP34. It took several telephone calls to find out that the parcel had eventually arrived on September 27 and two more to obtain agreement that a special payment should be made. This payment arrived ten days later. Luckily I have an understanding bank manager.

There seems to be no method by which contractors can be informed that a prescription parcel has gone astray until it is too late to do anything about it. I have made representations to the PSNC about this and would urge anyone else who has suffered in this way to do the same. In the meantime I am now using the Royal Mail Special service for posting prescription parcels. It costs an extra £1.75 but next day delivery is guaranteed.

**R.S. Medley**  
Weston-super-Mare

# BUSINESS NEWS

## Harris buy three pharmacies

Philip Harris Medical continued their steady build up in community pharmacy last week with the acquisition of three pharmacies in Long Eaton, Nottingham.

Jack Britton Chemists join Harris for an undisclosed fee, taking the number of pharmacies the group has acquired this year to six. Harris bought two suburban pharmacies in Cheltenham, and a city centre unit in Norwich earlier in the year.

Joint chief executive David Linney told *C&D*: "With this cross section of business we now have the facilities for developing merchandising and corporate philosophies plus our own EPoS system.

"In addition, two of the three newly acquired pharmacies have additional areas which ideally suit our philosophy of developing ancillary health care activities within our pharmacy units".

■ Harris's scientific division added the remaining 70 per cent of the business of Novara Ltd, a manufacturer of plastic laboratory disposable products, to its portfolio last week.

**Warner Lambert**, Eli Lilly and Merck all reported healthy third quarter profits last week. Warner Lambert said net income is up 22 per cent to \$106.9m, boosted by Lopid, their lipid lowering drug. Eli Lilly said net income is 24 per cent ahead at \$212.4, lifted by Prozac, their antidepressant. Merck reported net profits running 20 per cent up.

**Nicholas Laboratories** have obtained an order from the High Court protecting their rights to the Almay brand in the UK. Nicholas started legal proceedings after they discovered that an unauthorised importer was offering US manufactured Almay for sale. Under the terms of the order the importer is barred from selling the US Almay in the UK and may sell in other markets only with the consent of Nicholas.

## Rhône cleared by MMC, and set up new division

Rhône-Poulenc's acquisition of Monsanto was cleared of being "against the public interest" by the Monopolies and Mergers Commission last week.

Under the Fair Trading Act 1973 there are now no powers for Secretary of Trade & Industry to act against the merger in the absence of an adverse public interest finding.

The deal will give Rhône control of over 80 per cent of salicylic acid, methyl salicylate and bulk aspirin in the UK. The MMC concluded that competitive pressures in the international market — such as over supply — will constrain Rhône in its behaviour as far as prices are concerned.

In a separate move Rhône announced at the beginning of this week the formation of a new division — Rhône-Poulenc Pharmaceuticals.

It has been established specifically for the launch of the company's new hypnotic Zimovane (see page 696) but will

also support new products as and when they are launched.

General manager Tim Allington told *C&D*: "Rhône-Poulenc Pharmaceuticals will operate independently and will complement the activities of May & Baker Pharmaceuticals". M&B will continue to be responsible for the existing product range.

Mr Allington added: "This is a very exciting time in the history of the company. The new division will be offering truly innovative advances in many key therapeutic areas".

Internationally, Rhône-Poulenc spent £200m on research in 1988, representing 17 per cent of sales.

**Evans Medical** have begun work on producing certain antigens of the AIDS virus with a grant from the Medical Research Council's AIDS directed programme, aimed at developing vaccines for the prevention of HIV infection and AIDS. The work is targeted to produce purified antigens of the AIDS virus.

## Ethicals to increase share, say Verdict

A growing proportion of community pharmacy business will come from prescriptions, according to the latest market report from Verdict Research.

It says last year NHS turnover accounted for 44 per cent of business in pharmacies (including Boots; 65 per cent without) and that in five years time dispensing will provide at least another 6 per cent of income.

The report notes that the number of prescriptions passed the 400 million mark for the first time last year and says the figure will grow with Britain's ageing population. The movement of patients from hospital to community care is also thought to give a boost.

Verdict say competition for non NHS turnover has heated up, pointing out that drugstore sales have virtually quadrupled since 1980. Store numbers have grown from 760 to over 2,000. Verdict estimate that drugstores now account for 24 per cent of the chemist's goods market, a share which has doubled since 1982. However, the rate at which drugstores are growing is forecast to slow down.

Irrespective of pharmacy or drugstores, Verdict say competition from grocery will increase. Report is available, price £450 from Tel: 01 404 5042.

**The Point of Sale Centre** has secured a main agency for the Taymar range of clear plastic, injection moulded leaflet holders.

**New regulations** on health and safety for employers came into force last week (*C&D*, 30 September, p552). To comply, employers are required to display a poster or distribute leaflets informing their employees in general terms about the requirements of health and safety law. Contact the NPA.



Leeds-based Geoffrey Baskind Ltd have celebrated 21 years of dispensing panaceas for Yorkshire ills with an expansion of their photographic department. Geoffrey Baskind (right) installed a Gretag Master Scan 96 and Master 12 minilabs to cope with demand. All five shops in the chain send films to be developed at the Otley Road site



Unichem chief executive Peter Dodd greets pharmacist James Yeung at the recent Unichem trade show held at Gateshead International stadium. The show attracted 250 visitors, and 60 manufacturers

**Sendhill**, manufacturers of Alpa fashion hair ornaments, are offering retailers free tickets for admission to the Wholesale Buyers Gift Fair at Olympia 2 on November 12-15, where they will be exhibiting. Contact *Sendhill Ltd*. Tel: 01-595 7836.

## PSNI lectures

The next two lectures in the continuing education series being run by the Pharmaceutical Society of Northern Ireland are as follows:

"The elderly and their medicines", on October 30 and November 6 at The Everglades Hotel, Londonderry at 7.30pm.

"Presentation skills", on November 3 and 10 at The Park Avenue Hotel, Holywood Road, Belfast from 9.30am to 4.30pm. Only ten places are available.

## Unichem to San Diego

San Diego is the venue for Unichem's 1990 Convention which will be held on October 1-19

## 1992: views on price marking sought

The Government is asking for comments on proposed legislation making it compulsory for retailers to display prices of most products they sell.

Consumer Affairs Minister Eric Forth has asked consumer bodies, retailers, other trade interests and the general public to comment by the end of December on the proposed new price marking legislation to implement two new EC Directives adopted last year, and due to come into force next June. The proposed legislation would compel retailers to display selling and, where appropriate, unit prices, unambiguously and clearly.

The consultation paper, which has gone out to nearly 700 trade, consumer, and enforcement bodies, invites comments on three main issues:

■ how prices should be indicated. The Government's view is that price marking of individual items should not be required. Prices can be shown on notices or on the

shelf edge.

■ should unit prices be shown in terms of metric and imperial units? The Government's suggestion is that until imperial measurements are phased out, prices may be shown in either unit. However in the case of fresh foodstuffs, prices expressed in terms of metric units should be accompanied by the equivalent price in imperial units.

■ consistency of measurement units. The draft Order proposes that all weighed-out food sold on the same premises should be priced according to the same measurement system.

The EC Directives are based on the principle that consumers should know, before making a purchase, what price is to be charged and should be able to compare prices at the place of sale. The draft Order, available by calling 01-215 3294, will not apply to food and drink bought and consumed on the premises or to products supplied in the course of the provision of a service.

## New genetic controls

Genetic engineering controls are to be tightened under new Regulations coming into effect on November 1.

The Health and Safety Regulations 1989 (SI 1989, No 1810, HMSO, £1.35) introduce statutory notification of such organisms into the environment. These areas are currently covered by voluntary notification schemes. The present requirements to notify laboratory work involving genetic manipulation will continue.

Under the new Regulations, activities involving genetic manipulation may not be undertaken unless the Health and Safety Executive has been informed at least 30 days in advance or, in the case of an intentional introduction into the environment, at least 90 days in advance. The Regulations also require assessment of risk by a method approved by the HSE and safety committees to be established at centres undertaking such work.

### COMING EVENTS

at the Hotel del Coronado.

Extensions following the convention include a three-centre tour, taking in Las Vegas, San Francisco and Los Angeles.

The cost of the convention week is from £1,050 per person. For a brochure and booking form, contact Soler Touriste at Unichem House. Tel: 01-391 2525.

## Skin talks

Crookes Healthcare, in conjunction with the NPA, are holding seminars on "Counterprescribing for skin conditions" for community pharmacists.

Three evenings have been scheduled: November 21, Southampton at the Dolphin Hotel, The High Street. November 22, Chester-le-Street at the Waldrige Tavern, Waldrige Street. November 23,

Stoke-on-Trent, North Staffordshire Medical Institute. Details from Ann Northey at the NPA. Tel: 0727 32161.

## Glasgow Ball

The Glasgow Pharmacy Charity Ball will be held at the Grosvenor Hotel, Glasgow on November 11, at 7.30pm.

Tickets are available from Robin Hogarth, on 041-959 2196.

### Tuesday, October 31

**Leicestershire Branch, RPSGB.** Postgraduate medical centre, Leicester Royal Infirmary at 7.30pm. Postgraduate lecture III.

### Wednesday, November 1

**Brighton Branch, RPSGB.** Postgraduate medical centre, Brighton General Hospital at 8pm. Postgraduate education workshop on modern dressings and the Drug Tariff. Speaker Miss D. Ladenheim.

### Thursday, November 2

**Bristol Branch, RPSGB.** Postgraduate medical centre, Frenchay Hospital. Buffet at 7pm. "A week in the life of the Journal", by Doug Simpson, editor, *Pharmaceutical Journal*. Followed by proposals of motions for branch reps meeting.

**Bradford & Halifax Branch, NPA.** Joint meeting with Leeds NPA branch. The Novotel, Merrydale Road, Bradford at 8pm. "Current state of play" concerning remuneration, patient records and nursing homes, by Stephen Axon, secretary, PSNC.

**Society of Cosmetic Scientists.** Royal Society of Arts, 6-8 John Adams Street, London WC2 at 6.30pm. "What makes baby different?" by P. Love, Johnson & Johnson.

### Sunday, November 5

**Society of Cosmetic Scientists.** Heathlands Hotel, Bournemouth. 14th Postgraduate course in Cosmetic Science. Ends Friday, November 10.

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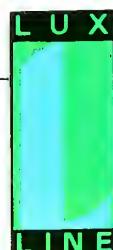
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# ABOUT PEOPLE

## Park Systems award winner

Park Systems this week announced the winner of their annual prize for pharmacy students for 1989. The topic was "the public's expectation of an ideal community pharmacy and to what degree these expectations are fulfilled". Michael Sprince, managing director, said the best entry was by Mr A. C. Dagnall, a final year student at Brighton Polytechnic. Mr Dagnall, who lives in St Helens, receives a cash prize of £1,000 and a further cash prize of £250 was awarded to the polytechnic.

## BNF award goes abroad

The 1990 British National Formulary joint scholarship has been awarded to Ms Rose Shija, currently drug information officer for the Tanzania Pharmacy Board.

The scholarship is offered jointly by the British Medical Association and the Royal Pharmaceutical Society. The holder gets a six-month period of work experience on the editorial staff of the BNF at Lambeth with a grant of £4,500.

On completion of her scholarship Ms Shija will be working on a revision of the Tanzania formulary, and will liaise with other countries.

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*It was a day at the Palace on Wednesday when past Society president Bernard Silverman, accompanied by his family, collected his OBE, awarded in the New Year Honours List. Mr Silverman is flanked by his wife Cecilia (right), son Michael and daughter Janis*



*Lloyds Chemists raised over £1,600 for the gala scanner appeal at the George Elliot hospital, Nuneaton, by entering a team of nine in the Heart of England half marathon and 13 in the four mile fun run. The nine half marathon runners included directors Allen Lloyd, Paul Byrne and Stephen Buckell. Pictured here from left to right are:- Marilyn Lloyd (perfume buyer), Craig Bowers (assistant area manager), Tim Hames (pharmacy manager) Paul Byrne (superintendent pharmacist), Martyn Hardy (regional manager), John Tonkiss (accountant), Pat Hughes (training manager) and Sian Byrne (locum pharmacist)*

## APPOINTMENTS

## Cupal's 80th birthday

Cupal was a sprightly 80 years young on Thursday. The company, founded on October 26, 1909, by Edward, the grandfather of present joint managing directors, Kenneth and Ian Woolley, celebrated by making a number of promotions.

Clive Woolley, great grandson of the founder, is promoted to director of sales and marketing and will continue to hold direct responsibility for national accounts. Nick Duffy is promoted to marketing manager and George Simpson becomes regional sales manager for the North of England. Basil Withers, the former general sales manager, is promoted to director of site administration.

The company say new marketing initiatives will move Cupal into a much stronger position in pharmacy as they adopt a higher profile for the 1990's.

**Colgate-Palmolive Ltd** have appointed Ann Hodgson as professional services manager and Linda Wallace as group communications manager.

**Coventry & North Warwickshire Branch, NPA:** Clive Walden has been appointed as Branch secretary.

**Rorer Health Care Ltd** have appointed Dr Bruce Packham as medical advisor.

## DEATHS

**Reynolds:** Frederick John Reynolds of Selly Park, Birmingham, died suddenly on October 19. *Colin Woolford, director of public relations for the Royal Pharmaceutical Society, writes:* "While on a Society exhibition stand at the NEC almost three years ago, I was introduced to the Birmingham Branch public relations officer, one Fred Reynolds. He proceeded to tell me in a short time more about the Society's public relations than I could have learned in a decade. Fred was always ready to respond to anything on radio, television or in the West Midlands Press, which concerned the profession of pharmacy, his over-riding concern in life. Typical of the man is that only two weeks ago, on his return from a holiday in Canada, he sent me 18 healthcare leaflets which he had collected from pharmacies in Ontario. My response was that he seemed to have spent all his holiday in pharmacies! Our mutual

contacts with the West Midland Press and particularly Ed Doolan of Radio WM, were always pleased to hear from Fred. He was a fine practitioner of public relations skills, apart from his abilities as a pharmacist, which I am not qualified to judge but know from his professional colleagues were enormous. I shall miss the regular letters from him and it will be some time before we can fill a very large gap in the promotion of awareness of the profession."

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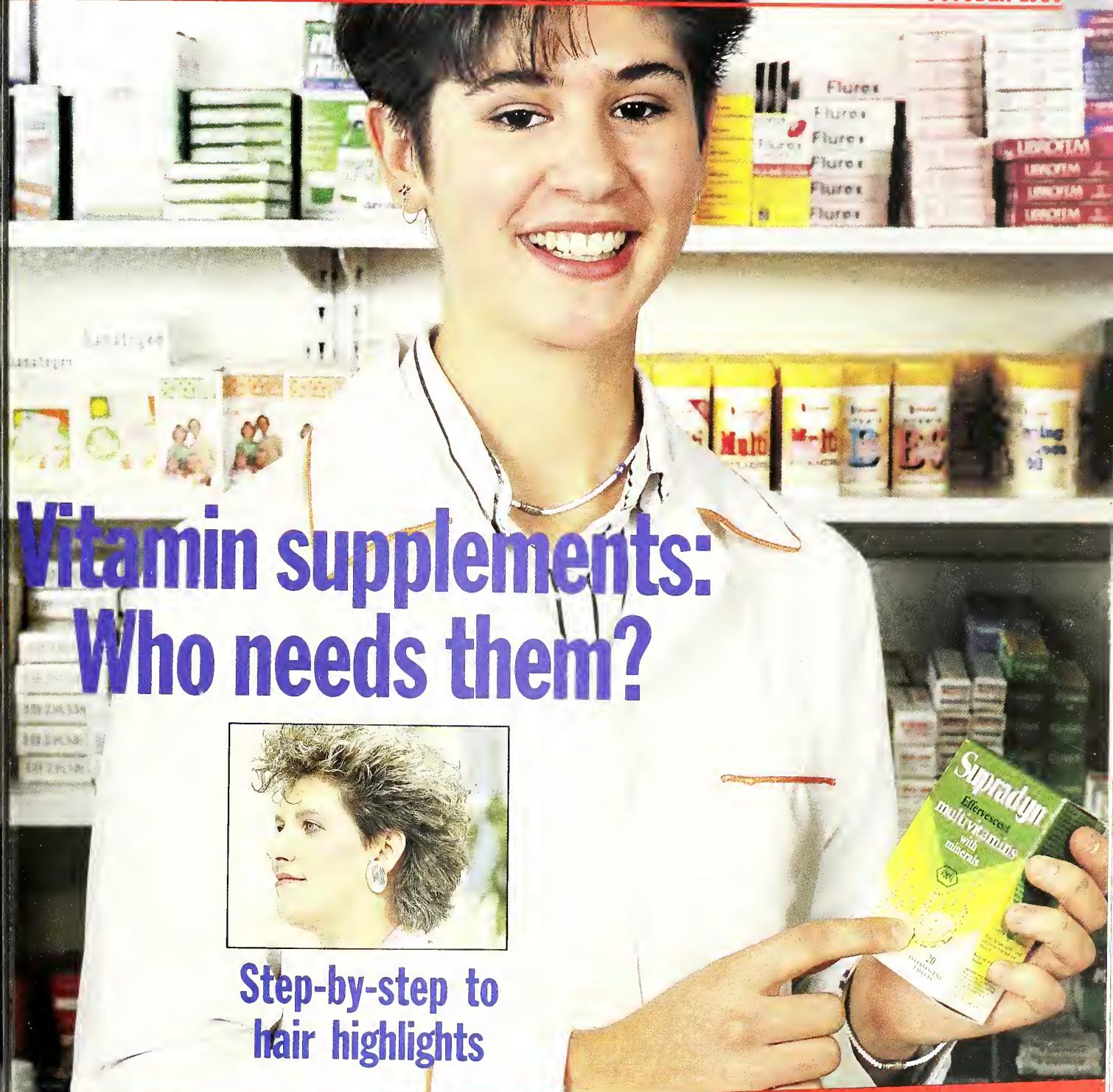
\*Source: AGB

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# COUNTER

CHEMIST & DRUGGIST PUBLICATION FOR PHARMACY ASSISTANTS

OCTOBER 1989



## Vitamin supplements: Who needs them?



Step-by-step to  
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COMMUNICATION SKILLS PART TWO: ACTIVE LISTENING IN THE PHARMACY

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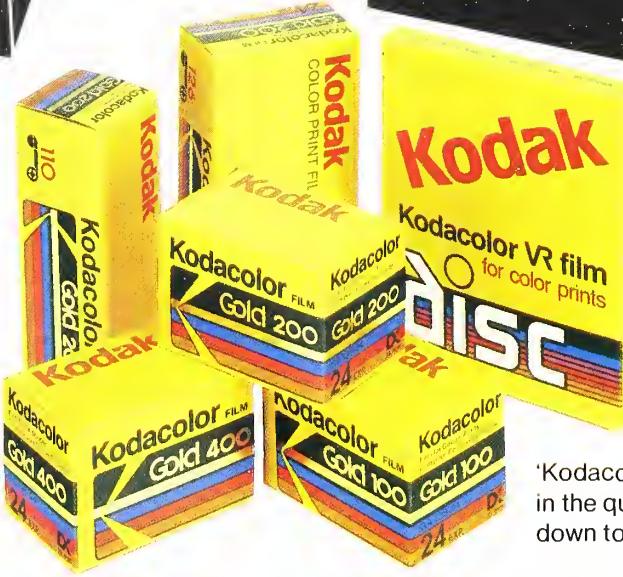
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(c) More exposures for your customers means more profit for you! Additionally, you can benefit from the film you choose is Kodacolor Gold Film. 10. (c) Kodacolor Gold 400 Film gives excellent results in bright lighting conditions. 11. (c) Kodacolor Gold 400 Film is ideal for flash photography - 100 Film is the ideal film for night shots in low light conditions. 12. (c) Kodacolor Gold 400 Film is ideal for flash photography - 100 Film is the ideal film for night shots in low light conditions. 13. (c) Kodacolor Gold 400 Film is ideal for flash photography - 100 Film is the ideal film for night shots in low light conditions. 14. (c) Kodacolor Gold 400 Film is ideal for flash photography - 100 Film is the ideal film for night shots in low light conditions. 15. (c) Kodacolor Gold 400 Film is ideal for flash photography - 100 Film is the ideal film for night shots in low light conditions. 16. 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## ANSWERS

# Kodacolor Gold Film

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SUPPLEMENT TO

**CHEMIST & DRUGGIST**

September 30, 1989

**Editor:**

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**Benn**

*Cover: Pharmacy assistant Beatrice Attala of M.A. Virani, Northgate, Canterbury (Photographer Mike Blissett)*

**4****Focus on ... Vitamins**

Community pharmacist Jeremy Clitheroe looks at why vitamins are essential for health and who needs supplement

**8****Factfile: Tinnitus and Calcium**

"The bells, the bells" said Quasimodo, but for some people, ringing in the ears is no joke

**9****Shoptalk**

Leaflets — promotion or information ... or both?  
Plus ... this year's Miss Pears

**12****Beauty Basics — hair highlights**

*Over the Counter's* essential guide to colouring hair — with a step-by-step guide to home highlighting

**16****Persuasive communication, part 2**

The second instalment in our series on dealing with customers considers the art of listening

**18****OTC medicine listing, part 10**

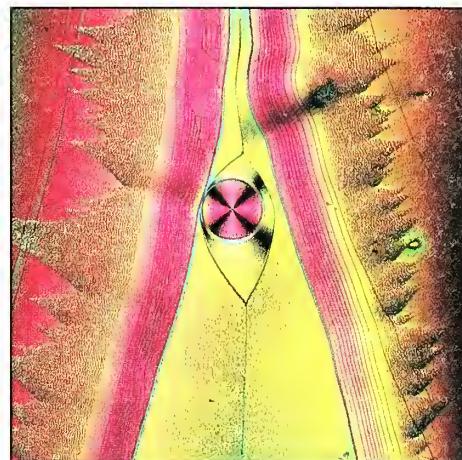
Multivitamin products are the subject of this month's section in our 12-part guide

**21****Past month in review**

A bumper crop of product launches and news this month, with major activity on the haircare front

**26****Prize competitions plus ...**

£250 to be won in our Clockwise and Wordsearch competitions, with last month's answers and winners



Vitamin C, p4



Active listening, p16

## Good communication

Well, how are you getting on with the art of communicating? Last month Ken Howells of Vantage looked at the verbal aspects, while this month he considers active listening (p16) with body language to follow. For anyone in business these skills are important — but for retailers they are indispensable. And for people in healthcare dealing with others' problems, those skills may well make the difference between sickness and health.

As an assistant you are likely to make the first customer contact in the pharmacy, so the initial approach is vital. It is important to look presentable without being over- or under-dressed beneath that overall. You should be welcoming and attentive and aware of your own limitations if the knowledge required to deal with a particular customer is beyond you. Then it will be up to

you to involve another member of staff — pharmacist or assistant — without alarming the customer while communicating the essence of the problem to the third party. Of course that third party may be an information leaflet — on p9 we review some of the latest available — but, nonetheless, it will need to be passed on with tact, giving a taste of its contents.

Most often it is the pharmacist who will need to be involved if he or she does not happen to be in the front shop at that moment. A good test of your interpersonal skills will be to get the boss to read this series of articles if you think he or she is lacking in some of the finer points! And not just the boss — your colleagues, too.

As most of you know, communicating well within a happy shop team is the starting point for building sound customer relationships!

## Factors of life

**Community pharmacist Jeremy Clitherow, of Knotty Ash, Liverpool, explains what vitamins are, and who might benefit from supplements sold over the counter**

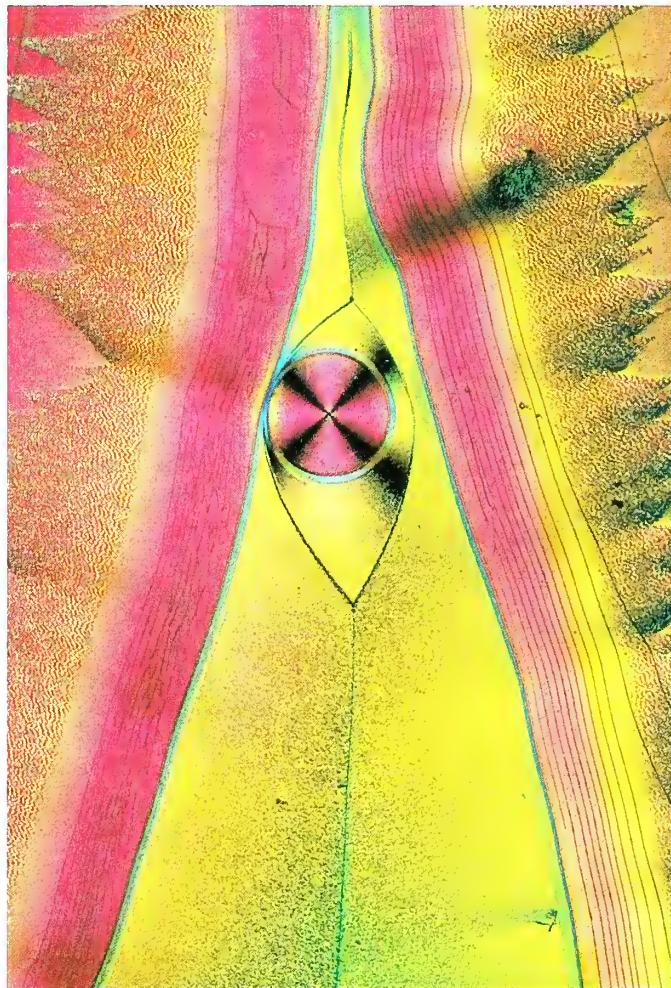
Everyone has heard of vitamins. Most people associate them with tonics and many think the two words are interchangeable. The word vitamin itself is derived from *vital* of or pertaining to life, and *amine*, because they were historically thought all to be amino acids. A precise definition is not strictly possible; the compromise would be a general description that vitamins are substances which are essential for health and normal development, and which are required in minute quantities. Usually they cannot be made by the body so have to be provided in a normal comprehensive mixed diet, though there are exceptions.

### What do vitamins actually do?

In essence, vitamins are additional factors necessary for the continuation of the body's natural production cycles. Without them, these cycles and processes malfunction and deficiency diseases develop. The exact mechanism of the vitamins action are complex and, in many ways, it is easier to tabulate their functions in relation to the result of their absence.

Primary deficiency diseases occur when one specific vitamin is absent producing a classical set of signs and symptoms. Deficiency of vitamin A causes xerophthalmia, a dry eye syndrome, deficiency of vitamin B1 produces the now extremely rare beri beri, a condition characterised by fatigue, nausea, weakness and digestive upsets, deficiency of nicotinic acid produces pellagra, a condition involving dementia, skin inflammation and general weakness, lack of vitamin C causes scurvy, characterised by bleeding gums, and lack of vitamin D produces rickets, which prevents calcium being used properly in bone

Vitamin C crystal (David Parker/Science Photo Library)



growth. In the growing child, this is seen most vividly in the legs, where the weight of the body causes the weakened bones of the legs to bow.

These conditions are serious and result in most cases from a total absence of the vitamin in the diet. For example, it is easy to see why sailors of years ago often suffered from scurvy — there were no fresh vegetables available on

long sea journeys, so the disease was rife. On the other hand, the solution was simple once the problem had been identified. Limes were given to the sailors throughout the voyage and the essential vitamin C they contain was added as a "supplement" to their diet.

Secondary deficiency diseases arise when the body's natural vitamin absorption processes fail. Poor digestion and alimentary tract disorders may be the cause, but the injudicious use of medicines could just as easily be to blame. For example, potential slimmers who abuse laxatives do not allow the digestive system sufficient time to absorb vitamins because they cause the contents to move through so quickly; people taking liquid paraffin regularly will dissolve out "fat-soluble" vitamins in the intestine contents preventing absorption and so depriving themselves of those essential constituents.

### Who needs vitamins?

Clearly, the persons already described above would benefit from a vitamin supplement to boost the concentrations of their natural vitamin intake, prior to absorption. Among other defined groups, the elderly tend not to pay sufficient attention to their nutrition and, on the grounds of economy, do not eat a properly balanced diet. It is quite common for them to be clinically vitamin deficient.

Dieters frequently place weight loss above maintenance of health in their list of priorities, so will tend to starve for their ultimate goal.

Vegetarians — particularly Asians who still conform to their native diet — the housebound, and children are all at risk of vitamin deficiency. A large percentage of all alcoholics are likely to be vitamin deficient.

Pregnant women will need a supplement because of the greater demands made on their reserves by the growing baby, though it is safer for this to be monitored by a doctor with access to laboratory facilities rather than to guess and overdose on certain vitamins and neglect others.

## Classification

In order to classify vitamins they are subdivided into two categories, fat soluble and water soluble. When originally named, the vitamins were given an alphabetical suffix, vitamin A, B, C, D; now they are often given their true chemical name eg ascorbic acid (vitamin C).

The main fat soluble vitamins are vitamins A, D, E and K. The water soluble ones are vitamins B and C. Vitamin B, by itself, is an inaccurate term, as there are several different compounds in this one classification, so the individual components are referred to as vitamins B1, B6, B12 etc, and the group together as the vitamin B complex.

Vitamin A, retinol, occurs in the natural preformed state and as beta-carotene, which is converted by the body into the vitamin itself. The preformed vitamin is present in milk, butter, cheese, egg yolks, liver and oily fish, whereas, beta-carotene is widely available in green plants, especially broccoli, carrots and tomatoes.

Retinol is necessary for the regeneration of delicate membranes, maintaining a healthy skin, and for the formulation of the light sensitive substance in the retina of the eye.

Lack of vitamin A produces night blindness, softening of the cornea — the outer layer — of the eye, skin degeneration and spots. Overdosage of vitamin A produces a dry itchy skin, hair loss and bone pain. Removal of the overdosing gives immediate relief to the symptoms.

The B vitamins are naturally occurring and are found in yeast, liver, milk, eggs, the germ of some cereals and in pulses. Without these vitamins the body's metabolism fails.

Vitamin B1, (thiamine or aneurine) is essential for the breakdown of carbohydrates — sugars and starches — and for nerve cell function. It is found in cereals, yeast, liver, milk and eggs. Deficiency is rare in this country, but common in underdeveloped ones where the staple diet is milled or polished rice, though brown rice, where the germ is not removed, is rich in B1.

Vitamin B2, (riboflavin), is essential for oxidation processes in body cells. Deficiency produces damage to the cornea of the eye, the conjunctiva and ultimately blindness because the lens becomes progressively more opaque. Deficiency symptoms include ulceration of the lips, skin, mouth and eyes. Pellagra may occur

in association (see nicotinic acid below).

Vitamin B6 (pyridoxine) is involved in the metabolism of protein, fat synthesis, blood production and skin integrity. Deficiency will cause interruption of all of these vital processes. While the mechanism is uncertain, vitamin B6 has a use in stabilising premenstrual symptoms in some women.

Vitamin B12, cyanocobalamin, is necessary for the production of blood. Deficiency produces a form of anaemia together with certain nervous disturbances. It is not found in plants and vegetables, but is richest in liver and liver extracts, and because of this, strict vegans are at risk of vitamin B12 deficiency.

Nicotinic acid and nicotinamide are classified as members of the vitamin B complex (sometimes as niacin, B3). Their action is in the enzyme systems responsible for tissue oxidation. Deficiency produces pellagra. The condition is rare in this country, but very prevalent in predominantly maize eating nations. Symptoms of deficiency include dementia, diarrhoea and dermatitis. Overdosage produces hot flushing which disappears when the therapy is stopped.

Vitamin C (ascorbic acid) maintains the health of the walls of tiny blood vessels (capillaries) and cell contents. There are speculative reports of the post-illness restorative function of vitamin C and also of its role in prevention of colds. It is of value in iron therapy because it improves the absorption of iron, and the two are often combined in treatment for anaemia. The richest sources are citrus fruits, berries and green vegetables. Vitamin C is destroyed by heat, as in boiling vegetables.

Deficiency causes scurvy. The gums swell, bleed and become infected. The teeth become loose and fall out. The skin becomes dry and flaky and minute haemorrhages occur below the skin surface. The body will only absorb the ascorbic acid it needs. Excessive quantities are excreted unused, so overdosage is impossible.

Vitamin D is involved in the formation of healthy bone. It assists in the absorption of calcium and phosphate from the digestive tract, providing the essential minerals for the growing stages of the skeleton.

Vitamin D is obtained from two sources. In daylight the ultraviolet light present in the sun's rays acts to convert precursors of vitamin D to the active drug in the skin. The other source is fish liver oils and animal fats.

Deficiency produces rickets in children, and osteomalacia in adults. These similar conditions involve softening and deformity of the bones. The unattended elderly, those who live indoors all of their lives and particularly Asians, who depend largely upon unleavened bread for their nutrition, are liable to vitamin

D deficiency.

Overdosage is dangerous. The vitamin is fat-soluble and, therefore, is only slowly removed from the body. Toxic symptoms include loss of appetite, nausea, vomiting and wasting of the body. Calcium is laid down in the arteries, kidneys, heart and lungs with long-term overdosage.

Vitamin E, alpha tocopherol, is widely distributed in all foodstuffs. It appears to prevent fatty degeneration in the muscles. Deficiency is rare and largely academic. Reports of the use of vitamin E as an aphrodisiac are unproven.

Vitamin K is found in fresh dark green vegetables and is synthesised in the gut by normal, naturally occurring, bacteria. Its role lies in the production of blood clotting factors and prevention of haemorrhage. Deficiency produces haemorrhagic disease and an extended time before clotting takes place, which may easily be life threatening. Vitamin K is present in many foods, especially leafy green vegetables, beef liver, cows milk, and egg yolk. Deficiencies usually occur from poor absorption or liver disease.

Classification of new vitamins — T and U have recently been "identified" — continues.

## Minerals

Minerals are often added to vitamin preparations. Deficiency states are rare.

**Calcium** is present in the greatest quantities in milk and cheese. It is essential for growth of the skeleton and the strength of bone. Its requirement is greatest during the growing years and in pregnancy.

**Sodium chloride** (salt) is present in all body fluids. It is available in very limited quantities in most foods, but is added liberally during the cooking and eating processes. It is essential for blood balance and for cellular health.

**Potassium** is found mostly within the cells, unlike sodium. It, too, is essential for cellular health.

**Iron** is essential for the formation of red blood cells and, in particular, haemoglobin, the protein which carries oxygen around the body. Deficiency produces anaemia.

**Phosphorus, sulphur and magnesium** are all essential for life, though no reports of deficiency disease have been recorded.

Trace elements are also essential but, as their names implies, necessary doses and concentrations are minute.

Iodine is essential for the formulation of thyroid hormones, fluoine, as fluoride, is important in the prevention of dental caries, zinc is a constituent in many enzyme systems and is an integral part of insulin, while copper, manganese, cobalt, molybdenum, selenium, chromium, nickel, tin, silicon, and vanadium complete the list.

## Medicines or food supplements?

Many products stocked in the pharmacy are classed as medicines. As such they must conform to all the Medicines Act legislation. However, many other companies choose to take advantage of the food legislation and their products hold no medical licence. They are classed as food supplements. No medical claims can be made for these products.

## Action

Are you familiar with the ranges of vitamins sold in your pharmacy? Do you know which brands are multivitamin, and which are single ingredients? Think about which products you could recommend as a general supplement for small children and discuss with your pharmacist.

**Vitamins** are substances which are essential for health and normal development, but which are required in small quantities.

Daily requirements are usually fulfilled with a well balanced diet.

Poor digestion or digestive tract disorders which prevent proper absorption may be the cause of deficiency.

Among the groups who may be clinically deficient are the elderly, dieters, vegetarians (especially vegans) and alcoholics.

Pregnant women and children are two groups who normally need to take extra vitamins.

Many vitamin preparations also contain trace elements and minerals.

# NUROFEN. AS RECOMMENDED BY PEOPLE IN WHITE COATS.

The first alternative painkiller in pharmacies since the 1950's – ibuprofen – has already brought relief to millions.

It has proved to be more effective than both aspirin and paracetamol in the treatment of mild to moderate pain. Compared to aspirin, it is gentler on the stomach.



Unlike paracetamol and codeine it helps reduce inflammation. The pharmacy profession welcomed ibuprofen with open arms.

Customers who have tried it, swear by it.  
Small wonder people in white coats recommend it.

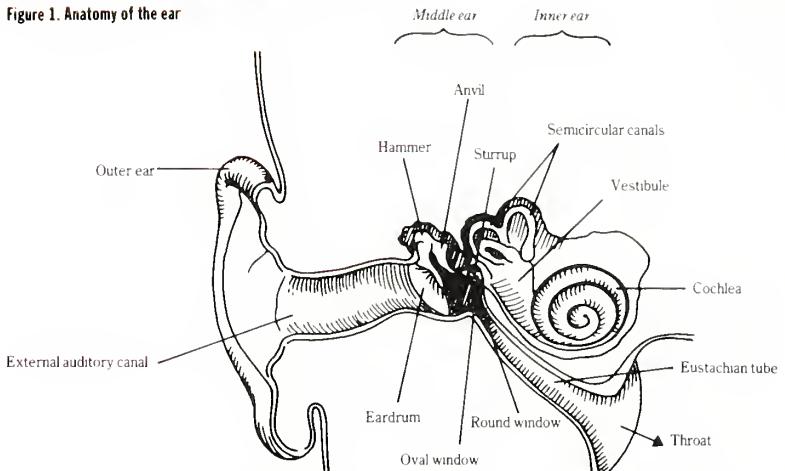
# NUROFEN



Behind the best names.

# Factfile

Figure 1. Anatomy of the ear



## Subject: Calcium

1. Calcium is the chief mineral in the body, and is a major component of bones and teeth.

2. Aside from its importance in the skeleton, calcium is required for a number of other body functions, including normal blood clotting, maintaining the acid/base balance of the blood, muscle contraction, absorption of fats, firmness and elasticity of tissues, healing and building of tissues and preventing toxic metal build up.

3. Dietary sources of calcium are milk, cheese, yogurt, brewer's yeast, carob, nuts, wheatgerm, vegetables, seaweeds, pumpkin seeds and sesame seeds. Only about 20-30 per cent of dietary calcium is absorbed.

4. If the dietary intake of calcium is less than the body needs, the parathyroid glands in the neck release a hormone which, with vitamin D, moves calcium from the bones into the blood to maintain a steady level. The body may need higher than normal levels in certain conditions, for example, pregnancy and during breast feeding, menstruation, hormone imbalance and stress.

5. If the blood level of calcium is too high, the thyroid and parathyroid gland release a hormone which send excess calcium to the bones for storage. It can also lead to calcium deposits in joints, blood vessels and damaged areas of the body. Too much calcium may cause lethargy, appetite loss, low blood pressure, vomiting and diarrhoea, irregular heartbeats or, in severe cases, fits or coma.

6. Deficiency of calcium may lead to cramps, depression, insomnia, nervousness, spasms in legs and feet, twitching of muscles, grinding of teeth in sleep, tremors, high blood pressure, irregular heart beat and, or much media attention, osteoporosis.

7. Osteoporosis literally means "porous bone". Bone is composed of deposits of calcium phosphate within a soft, fibrous, "net" of collagen. In osteoporosis, the bones become weakened due to loss of calcium, and they fracture under stresses, like simple falls, that healthy bones could withstand.

8. Osteoporosis usually affects post-menopausal women because of hormone upsets, and both sexes over 70 years of age. The old saying "prevention is better than cure" has meant that people are now taking early measures to prevent its onset, and this has highlighted the importance of getting enough calcium in the diet.

9. An alternative to dietary calcium is calcium supplementation, available from

pharmacies or on prescription. Always point out to customers that too much calcium is just as bad as too little.

10. Some calcium supplements contain vitamin D, because it is an important factor in the absorption of calcium from the intestine. Even if calcium is taken in the diet, if there is a deficiency of vitamin D, children may develop rickets — softening and deformity of the bones — due to lack of calcium uptake. Today, this condition tends to occur mainly in Asian children because the food they eat tends to have a low vitamin D content.

11. Calcium supplementation is also believed to have a beneficial effect on other health problems such as hypertension, high cholesterol levels and various cancers.

## Subject: Tinnitus

1. Tinnitus is the medical name for ringing in the ears. Ringing is one noise that can be heard, but pops, buzzing and hums are others that, at abnormal noise levels, can cause sufferers to seek medical advice.

2. A certain degree of background noise is normal in everyone — the noise of the circulation, digestion, and so on, but, everyday, with all the sounds around us, they are simply not heard.

3. "Normal" tinnitus becomes "significant" when attention is drawn to it — in other words, some sufferers may simply be unduly concerned about something that everyone else takes for granted. Conversely some people who hear continuous noises are no longer bothered because they have learned how to ignore them.

4. It is quite normal to experience tinnitus, which disappears after a few minutes, following exposure to very loud sounds such as hammering or disco music.

5. Other causes of tinnitus include catarrh, water in the ears, damage to the ears by certain drugs, for example, high dose

aspirin, or by certain procedures carried out in the ears (eg syringing).

6. Tinnitus can last for less than one minute very occasionally, can be continuous, or anything in between. The most affected people are those who have continuous noises or frequent bouts of noise lasting an hour or more at least once a week.

7. Tinnitus becomes significant in people who may be more vulnerable to noise (for example, if they are living alone or feeling low) or when it gets louder, or more frequent.

8. The older you are, the most likely you are to experience tinnitus — it appears to be part of the ageing process. Both older and younger women seem to be more bothered than their male counterparts.

9. There is no widely effective and safe drug treatment to suppress the noises. But tinnitus can be overcome without drugs — sufferers can learn to tolerate the noises in their head until they become no more distressing than the sounds of breathing. An alternative approach is to try to "mask" the internal noises by creating more external sound, either with portable cassette recorders or special devices producing, say, a hissing sound, which is more bearable and which, in time, can be more easily ignored.

10. If a sufferer asks for advice, the first step is to refer him/her to your pharmacist, who will determine whether the condition is tinnitus and whether the problem will disappear with the cause (for example, when the patient stops taking aspirin).

11. If necessary, your pharmacist will refer the patient to their GP, who in turn, may then refer the patient to an ear specialist.

12. The doctor or specialist will take the noises seriously, and counsel the patient if they appear to be anxious that the tinnitus is a sign of a more serious condition. The patient will be taught to help themselves to ignore the noises, use "masking", or, if necessary, undergo psychological therapy.

THE  
THERMOTHERAPY

— THIS YEAR'S BEST SELLING CHRISTMAS PRESENT

**The world's first electric hot bottle.**  
Plug in to heat, unplug to use.  
A luxurious and practical present.  
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AAH Healthcare Centre, Kingswinford, West Midlands  
DE Riches, Romford, Essex  
Valley Sundries, Bexley Heath, Kent  
East Midland Toiletries Ltd, Nottingham  
Hibberts of Luton Ltd, Luton, Bedfordshire  
Skinners Wholesale Sundries, Felixstowe, Suffolk



## The leaflet — friend or foe?

A batch of leaflets arrives at the shop. "Oh no! Not more," you groan. The leaflet stand lies neglected in the dustiest corner of the pharmacy. Exasperated, you add them to the clutter behind the counter, or throw them into the bin without so much as a glance. This, often, is the sad fate of the leaflet.

It shouldn't be. Yes, companies produce leaflets to promote themselves and their products; but at the same time, they provide useful information for the reader on a particular condition and how a product helps to treat it. Some leaflets are produced specifically for pharmacy assistants, because you sell the products and are in a position to advise and make recommendations to your customers. But leaflets aimed at consumers are useful to read, too.

Leaflets are easy to understand and quick to read. Amusing cartoons or drawings can make them fun, too. Let's look at a few examples:

"How mum fixed my verruca" is a leaflet produced by the manufacturers of Carnation foot care products, Cuxson Gerrard. It is "written" by a child of nine and three quarters with child-like writing and drawings, but it contains lots of relevant information about verrucas. A guide to every day foot care "Spring into step", also outlines common foot complaints. Both are aimed at consumers, and should be displayed in the pharmacy.

Carnation leaflets for pharmacy assistants are more detailed. Four symptom cards, on corns, callouses, bunions and verrucas, have photographs of each condition to help you recognise them. Each point is set out clearly. Others for assistants include "Carnation verruca treatment", which gives details on the new all-in-one treatment.

Fybogel's manufacturers, Reckitt & Colman, have just released a "Pharmacy knowledge pack" on constipation. It is the second in a series of information booklets for pharmacy staff, which cover the more common disorders you come across. Each

booklet includes a mini-dictionary of terms associated with the condition, and a removable fact sheet in summary.

The company says: "These booklets contain the information you need to understand the cause of these disorders. By understanding the customer's problem, you will know enough to give your pharmacist a clear idea of the customer's disorder, helping the pharmacist to provide the appropriate treatment. Secondly, you will be able to give the customer good, general advice on the disorder and how to prevent it recurring."

Reckitt and Colman recommend that you read each section of the booklet, and test yourself with the questions at the end of it. Then take your answers to the pharmacist, before going on to the next section.

In the introduction to "The Abbott OTC guide for pharmacy assistants", the director of the NPA, Tim Astill, explains: "The products mentioned in the booklet are, of course, Abbott brands but the information given will also enable you to learn more about those of other manufacturers."

The guide gives details on pregnancy testing, eye care, cystitis, dandruff and vitamins. It also explains, in detail, the role of a pharmacy assistant and the importance of developing good selling skills.

Among Seven Seas several leaflets, "The basic vitamin book" is a booklet which consumers can buy or receive free with two proofs of purchase; "Good health naturally" is a colourful free leaflet which shows all Seven Seas' supplements with details of what they contain and what they are for. It also gives information on all the vitamins and minerals individually, in a chart.

Many companies produce leaflets. But there are other sources too. *Good Health Magazine* publishes a series of free booklets to help consumers (that includes you) with common health problems. The "Understanding Health" series covers acne, arthritis, asthma, continued overleaf

Over 1 million Germans supplement their daily diet with a highly concentrated garlic tablet called **Kwai**.

## Britain's new 'Spice of Life'



In just 6 years it has become Germany's most popular health-care product.

Introduced here in the Spring of '88 it has already had a phenomenal reception from the British too.

*"I find it good. I would recommend it. Glad to be able to buy it in UK (used for many years in Germany),"* says Ms M Simanis from Billericay, Essex.

Not only have regular users of garlic and garlic oil based products changed to KWAI, but also many other people are enjoying garlic's benefits for the first time.

Remarkably for any new product, 95% of Kwai users expressing an opinion confirm their 'satisfaction' and intention to continue its use like Mrs J Martin of Chatham, Kent who confirms:

*"They're an excellent product — a must in my life now."*

*"Other products seemed alright, but Kwai was the best for what I wanted, no taste, no smell and reasonable price,"* agrees Ms M Connor in Glasgow, Scotland.

As we get older, start to feel our age and yet seem to have ever-increasing demands put on us, regular body maintenance is necessary to help us cope.

We are being urged to avoid stress, to take care over cholesterol and to keep to a well balanced diet.

Modern research is fortunately finding new evidence of the way in which certain natural food products like garlic are in tune with our bodies and can be taken regularly without causing

adverse reactions, or as Mr J Brooks of Warrington, Cheshire, reports:

*"Marvellous, excellent. I feel 20 years younger. Fantastic. Have told all my friends. All delighted."*

Most garlic products provide only garlic oil, just 0.1%-0.2% of the garlic.

The steam distillation process normally used to extract garlic oil effectively "boils" the garlic, degrading some of the constituents — particularly the important allicin forming substances and allicin itself.

KWAI retains all the original constituents in a tasteless, odour-controlled and easily swallowed tablet form giving a consistently rich allicin yield.

Mrs S Donnelly of Beverley, North Humberside writes:

*"I think it is the best on the market. I found it to be the only one which does not leave an after taste. Although I do like fresh garlic occasionally I also like the highly concentrated form."*

*"This is a very easy way to take garlic,"* confirms Mr and Mrs Smithurst of Sutton-in-Ashurst, Notts.

And now in response to consumer demand, KWAI have introduced a 200 tablet economy pack.

Kwai, the highly concentrated, odour-controlled yet allicin rich garlic tablet which over 1 million Germans use to supplement their daily diet. The ideal way to take garlic whatever your reasons.



**KWAI - The Spice of Life!** Available throughout Great Britain from chemists, Holland & Barrett and other health food outlets

# This year we're really sticking our neck out ...



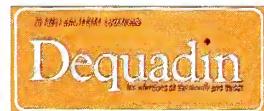
*And it's costing us nearly £500,000 to do it.*

*In an extensive press campaign "Knotty Nigel" will be working hard to persuade your customers to ask for new Dequacets by name. In addition, radio coverage will be promoting the Dequa range.*

*Place your order now via your local wholesaler or Evans representative.*



*When a sore throat comes with a stuffy nose.*



*For soothing all the family's sore throats.*



*For severe sore throats.*

*continued from p9*

bladder control, depression, high blood pressure, indigestion, menopause and stoma care.

The Department of Health, recognising that pharmacies are places where advice is sought, contributed £250,000 to the monthly leaflet campaign through pharmacies known as "Health care in the high street". The topics here are more general health and many cover illnesses or social questions outside the normal work of the pharmacy, but such campaigns can only increase the status of pharmacies as sources of information and advice. Recent contributors to the campaign have included the British Pregnancy Advisory Service and the National Schizophrenia Fellowship.

All leaflets, whatever their source, are useful because you can never know too much. If you read them regularly, you will be of

more help to your customers. And that means they'll come back to you again, because you know what you are talking about.

The leaflet is a friend. To make this friendship work, there are a few things you should do. Like any other stand in the shop, the leaflet stand needs constant attention. Keep it in a prominent position on the counter, so that customers cannot fail to notice it.

Keep it clean and update it regularly: order more leaflets before they run out. Use a leaflet to reinforce advice you've given a customer — give them one to take home and read.

Keep your own set of leaflets in a safe place (with your copies of *Over the Counter*, perhaps). A file of leaflets is useful; if you forget something you can refer to them, and you can use them to help in training a new member of staff.

Give the next rep that visits your pharmacy a pleasant surprise: ask for some leaflets.

## Girls! Girls! Girls!

She was a princess for the day, and for a year her lovely face will smile at you from cartons of Pears soap and advertisements for it.

This year some 23,000 girls aged three to nine competed for the Miss Pears crown. Six regional finalists were selected from photographs, won £200 and went to the Savoy Hotel in London for the final on August 30. Five-year-old Lisa West, representing London and Home Counties, won the crown and £1,000.

It's a dream come true for Lisa, but it can't be cheap for the company. So why have A&F Pears staged this competition for the last 32 years?

Promotion is the name of the game. It is why companies spend money on anything that enhances their reputation and their

products, be it leaflets, point of sale material, advertising, consumer offers or a competition for little girls. It is what reminds the public of what you sell.

With Pears soap, the story began almost 200 years ago when it was first made. Over the years, demand for the product increased with clever advertising using the stars of the day, such as Lillie Langtry. In the '20s and '30s, the soap was promoted in a campaign called "Preparing to be a beautiful young lady". Then, in 1958, the Miss Pears competition was born. It has become, some say, the longest running soap opera.

Promotion is necessary: for the company, the retailer, the consumer and, in the case of Miss Pears, the little girl to whose life it adds a little sugar and spice.



Miss Pears 1989, Lisa West

**EVANS** - Keeping ahead of the competition

# BY VERITY



October for us is the month for dragging last year's hot-water bottle stock from its Summer resting place in the stockroom and putting it back on the shelf, with a quick check to make sure it hasn't perished during the long hot months this year — for once I can say that.

It's also time to put away the sunglasses and suntan preps (though neither of these are quite the seasonal items they once were; some year-round demand certainly exists). Our sunglasses stand finished the Summer looking like the leaning tower of Pisa, minus one of its castors. Let's hope next year's is more robust.

Talking of next year, 1990 designs for the "shades" themselves have been floating around in glossy brochures for some time. No doubt the manufacturers are hoping for mega-size orders on the strength of this year's brilliant Summer.

Another thing which heralds the coming of

Autumn/Winter is the delivery of massive cardboard window displays for cold remedies, cough-mixtures, vitamins and so on. These displays are colourful all right, but often tricky to assemble and, it seems to me, seldom designed with the size of an average pharmacy window in mind. By the time you've put together one large cardboard cough mixture bottle plus backing card — breaking several fingernails in the process — you find the window is full and you haven't room to put the vitamin capsules the size of rugby balls.

We still haven't seen anything in our area regarding the new NPA training scheme, however Vichy have been on another visit, giving those who had to stay back in the shop last time round the chance to go. Hopefully we will see more training from others in the future. But what our employers would think of lots of paid time off, even though they would reap the benefit in the end, is another matter.

## Keep Taking the Tablets

by MOLLUSC.



# Lighting up time

There's nothing new about colouring your hair to give it added depth and brightness. The kings of Ancient Babylon are reputed to have used gold dust to change the colour of their hair three thousand years ago, and history records that the Egyptians, Greeks and Chinese all used vegetable extracts as hair dye.

Bleaching was popular at the height of the Roman Empire, and during the Renaissance, most women wanted to have the gorgeous golden red hair that you can see in many of Titian's paintings.

Minerals such as the red to brown oxides, or green copper carbonates have also been used as colorants, ground to a fine powder and suspended in oil or grease. But the concept of permanent hair colouring was only created in the 1880's, when a chemist called Hoffman discovered a new material which not only stained the hair, but actually formed a colour under the surface, within the hair itself.

Today, you can offer a choice of temporary, permanent, or semi-permanent colorants, or highlights to brighten hair up.

## Wise colour choice

Always look very carefully at the recommended colour chart that accompanies any particular product.

- For best effect, hair should be coloured within two to three shades of its natural colour.
- Think about skintone and wardrobe when choosing the colour, because very dramatic changes can look harsh and unnatural against a very pale skin.
- Also remember that the colour on the pack cannot be achieved with every shade of hair as a base. Only the shade chart can tell you whether hair is suitable for that particular product. For example, with very dark hair, a blinding agent may well produce a reddish effect unless the customer is prepared to use very harsh bleaches to take all the colour out. It is still unwise to go in for extreme colour changes (from raven haired to blonde, or from red to very dark red for example) as the results are often disappointing and the hair will require a great deal of time and maintenance to keep the new shade.

## Safety first

- Products should be kept out of the reach of children and, if any should get into the eyes or onto the skin, it should be washed with plenty of cold water immediately.

**With Christmas fast approaching, show your customers how to give their hair extra lustre and shine with added colour or highlights. Perfect for the party season!**

1. Before



2. Ensure the designer cap fits snugly. Pull hair strands through the holes chosen. Insert the hook through the cap at a slight angle, then pull out straight. When finished, gently comb out each strand to make sure the entire strand was pulled through. If you pull out too much hair, poke it back through the hole.

- Completing a strand test as outlined on the pack before proceeding with any colour change is advisable. This is the part of the process that customers often miss but it can prevent disastrous errors.
- The most important thing is to make sure hair is in the right condition for colouring. If it has been recently permed or coloured, or is in generally poor condition, it is not advisable to colour it at home.
- Have a look at the quality of the strand to see if it is dry and coarse after the treatment. But remember that successive applications of any colorant will inevitably make hair drier so more conditioning care will be needed.
- The mixture should be tested against a small patch of skin to see if it produces any redness or discomfort. Hair colorants can produce allergic reactions, so advise the customer that if she finds that her skin is particularly sensitive, she should consider using a vegetable-based substitute like a pure henna colorant for her hair.
- Old packs of mixture or solution, should be thrown away immediately after use.

## Temporary colorants

Temporary colorants only last until the next shampoo, which means experimenting with them is relatively safe. Because they are wash in/wash out, they can be a good way to test whether a particular colour is suitable, before investing in a more permanent colour version.

Temporary colorants can also be found incorporated into setting lotion, which adds colour to the hair during the setting process.

These tints are often popular with older women, who sometimes use them to create a blue rinse which takes out the brassy tones in white or light grey hair. Brighter and more fashionable shades are available, but they are best used in a subtle way rather than to create a dramatic colour change.

## Semi-permanents

Semi-permanent colorants last between three to twelve shampoos, but cannot be used to achieve a result which is lighter than the starting point colour. Some semi-permanents give a good colour for grey hair, others simply enhance the hair's natural colour.

A typical formula for a semi-permanent colorant might contain a dyestuff to give the correct colour, a detergent to generate a shampoo-like foam, a stabilizer to stabilize that foam, a thickener to help to avoid the liquid running down the face and neck, and a perfume to make it nicer to use and to avoid base odours.

## Permanent hair colorants

Permanent hair colour penetrates the cortex or inner layer of the hair where it reacts to form a different colour that cannot be washed away. Permanent hair dye is made up of dye intermediates, colour couplers and an oxidising agent (usually hydrogen peroxide).

All three have relatively simple molecular structures that can easily penetrate the surface of the hair, but they only react when mixed together. This is why there is often a mixing stage when using a permanent dye.

Some blonding and lightening products also penetrate the cortex of the hair, but contain no dyes or colours and lighten the hair by

3. (Above) Mix the powder and developing lotion. Slowly add the lotion to the powder, stirring all the time with the brush

4. (Right) Keep stirring until you have achieved a smooth creamy consistency

5. (Left) Quickly apply the mixture, starting at the back of the head and working forward. Use the brush to saturate each strand. Pile hair loosely on top of head and cover with clear plastic hood

6. (Right) Start timing. Lightening should be complete after about 15 minutes (according to strand test and the type of kit). Leaving on the designer cap, rinse off the mixture, then gently remove the cap. Rinse hair thoroughly until water runs clear

Step-by-step highlighting pictures courtesy Clairol Born Blonde. Note that other kits may contain slightly different ingredients and instructions

removing some of the natural colour molecules. To give the hair a particular shade of blonde, a semi-permanent toner can subsequently be added.

Be careful when you are advising customers on the colours suitable for their hair (see the section on wise colour choice). Women often want to make their hair very light, regardless of their natural colour or skin tone. They should be dissuaded from very radical colour changes as the results can look very unnatural.

When advising customers on permanent colorants, it is useful to point out some of the problems that can arise. Mistakes cannot easily be rectified, some permanent colorants can have an adverse effect upon the quality of the hair, and fresh growth needs to be matched to the previous treatment every four to six weeks to stop the "roots" showing.

If the customer is still happy to go ahead, you can then help her to select the best shade, and show her which products to use to keep her hair in good condition once it has been coloured.

Blonde and light brown hair is made up of many different colours, and highlighting the hair can be a very effective way to bring out contrasts.

A highlight pack should not be used...

- If hair has previously been treated with metallic dyes, compound hennas or bleaches.
- If the scalp has any abrasions or irritations.
- On eyebrows or eyelashes.

Highlighting products can also react with metal clips and combs, so these should not be used during application.

Most highlighting kits have rubber caps for pulling over the head before beginning. Advise the customer as follows:

Make sure all the hair is tucked in, and that the cap fits snugly. Pull the hair through the holes in the cap with an implement (usually a hook) which is supplied. Push the hook through a hole in the cap at a slight angle, then pull it back, bringing some of the hair with it. The effects of colour can be varied considerably, depending on how much hair is pulled through the cap. So it is worth taking some time to decide just how you want the hair to look when it is finished. If you pull out too much hair, poke it back gently with the hook (Picture 2).

For hairline highlights just pull hair out to frame the face; for hairline frosting, which creates a shimmer of frosting throughout the front half of your hairstyle, use the holes in the hairline and crown sections of the cap; for crown highlights which give highlighting across the front of chin and shoulder length styles, use holes across the crown, hairline and down the sides of the head; finally, for the full head graduations of lightness throughout, use the holes in all sections of the cap.

Never pull at the hair with the hook as it may break and cause split ends.

As a rule, the shorter the hair, the bolder can be the use of highlights. For strong highlighting, use all the holes in the area of the cap chosen. For more delicate highlights use only every other hole in the area of the cap chosen.

For the most delicate effects, pull out only a very small amount of hair through each hole — no more than ten strands per hole. It is better to do too little than to do too much, it's easy to add more highlights later on.

When each section is finished comb it through gently to make sure that the whole



7. Apply conditioner and massage-in gently and thoroughly. Leave for one or two minutes and rinse off

strand has been pulled through.

Most highlighting kits consist of a colouring powder or liquid, and a developing lotion. Mix the colorant and the developer together, stirring all the time until you achieve a smooth and creamy consistency (Pictures 3 and 4).

Apply the mixture, starting at the back of the head and working forward. Use the brush to saturate each strand, and then pile the hair loosely on top on the head, leaving the cap on. (Picture 5)

Check the manufacturers' instructions to see how long you should wait for the colour to develop. Never be tempted to rinse the hair off before this time has ended or the colour may not take full effect.

When the time is up, gently remove the cap, and rinse off the mixture until the water runs clear (Picture 6).

Most highlighting products have shampoo

and conditioner which you should always apply, massaging in thoroughly to leave hair in optimum condition (Picture 7).

Remind the customer that all coloured hair needs thorough conditioning every time it's shampooed. The conditioner should be massaged well into the scalp and the tips of the hair, and left for a couple of minutes before rinsing off.

Every two to three weeks hair deserves a real treat with a deep conditioning treatment in a cream or wax form. These treatments are smoothed onto the hair for longer than normal conditioners, and can help to rectify any damage caused to the cortex of the hair during the colouring process.



8. Highlights completed

# Questions & Answers

The National Pharmaceutical Association's syndicated "Ask your pharmacist" column appears in dozens of local newspapers and freesheets on a regular basis. Each month, *Over the Counter* features the coming month's questions and answers.

*I am 75 and stopped having sexual intercourse when my husband died 15 years ago. Do I still need regular smear tests?*

**If you have had a recent smear test and the results were clear, then you do not need to continue to have the tests. However, all women who have had an active sex life at any time in their lives should continue to have regular smears until they are at least 64 years old.**

*My children have had head lice for the first time. Are our pets to blame? Should I spray the house to prevent another infection?*

**Lice live on the human head — not on pets and not on furniture. You catch them only through head-to-head contact with another person who has them. If you want to prevent further infection, you should comb your family's hair thoroughly twice daily. Combing breaks the louse's legs and when it is damaged, it dies. Ask your pharmacist for a special louse detection comb, and a copy of the free leaflet "Head lice love clean adults".**

*I am a breast-feeding mother, but would like to take something to help a bad cold. Would it be safe?*

**Many medicines are not recommended for breast-feeding mothers. For example, you should steer clear of preparations which contain long-acting antihistamines, as these will affect your baby through your milk. Aspirin is also best avoided. Ask your pharmacist to suggest a suitable product for you.**

*My teeth aren't as white as they used to be. Is there anything I can do to turn the clock back?*

**Smoking is the biggest single cause of tooth discolouration, but drinking too much coffee, tea or red wine will also stain your teeth. Cut down on these if you want your teeth white again. Proper care will also help, which should include brushing and flossing daily. Ask your pharmacist for a dental care kit.**

*Antibiotics seem to be used to treat all sorts of infections. How do they work?*

**Antibiotics fight bacterial infections by killing bacteria outright or by stopping them from reproducing, so that the body's natural defences can overcome them. Broad-spectrum antibiotics work against a number of bacteria, while others are active only against specific strains. For each type of bacterial infection, therefore, there is a special type of antibiotic. Antibiotics are not effective against viral infections, such as 'flu or the common cold.**

*My husband is just recovering from haemorrhoids. What can he do to prevent them coming back?*

**He should make sure that he has plenty of fibre in his diet. He should eat unrefined foods — wholemeal bread, bran and brown rice — and lots of fresh fruit and vegetables. If he does not like bran, bran cereal or bran biscuits, ask your pharmacist to suggest a fibre tablet, which he can take daily. Regular exercise would also be a good idea.**

*My daughter has threadworms, and I have been told to treat all the family. Is this necessary?*

**Yes. If one member of your family has the infection, it is quite common for others to have picked it up too. By treating everyone — and the treatment is not unpleasant — you will clear it up.**

*I often have white flecks on my finger nails. My friend says this is caused by lack of calcium. Is this true?*

**No. Some of the cells making up your nails have not matured as they should, and so fail to become transparent. The flecks can also appear if you injure your nail or if you are careless during manicure.**

*I am pregnant and suffering from 'morning sickness'. I don't want to take any drugs. Is there anything I can do?*

**Morning sickness is not uncommon in the early months of pregnancy. A dry biscuit or piece of bread before you get up in the morning might help your nausea. Some mothers find frequent sips of water to be effective. Ginger often settles the stomach, too. If you don't like ginger ale or biscuits, ask your pharmacist for ginger tablets. They will not harm your baby. Speak to your doctor if your sickness is causing you problems.**

*My son suffers badly from acne. He is worried that his skin will be permanently scarred. Is there anything he can do to prevent this?*

**Your son should speak to his local pharmacist who will be able to recommend an appropriate acne treatment or refer him to his GP. He should also keep his hair clean and off his face, and make sure his brush is grease-free. He should be careful not to pick or squeeze his spots, as this will increase the risk of scarring. Even so, scars may still form. If they are severe, your son should speak to his doctor about a minor operation in which the top layers of skin are rubbed away leaving the skin beneath relatively smooth.**

*I'm not very good at remembering to take my medicines. If I miss a dose, should I take a double lot next time round?*

**No. Modern medicines can be very powerful. The size and frequency of dose is important to their success in making you better. Use an alarm watch or clock to remind yourself to take your medicine on time. If you do miss a dose, ask your pharmacist what you should do. Ask separately about each medicine you are taking, because the answer could be different for each one.**

*The skin on my lower legs has become dry and scaly. Can I do anything about it?*

**If you have been out and about in the long, hot summer, the sunshine has probably made your skin dry. Add a few drops of oil to your bath, and wash with a body shampoo rather than soap. Dry your legs thoroughly and massage them with body oil. Ask your pharmacist to suggest toiletries, oil and moisturising cream specially formulated for dry skin.**

*My daughter thinks I should have a flu jab. I'm 72, and currently in good health. If she is right, how and when do I get one?*

**She is right. You should have a 'flu jab this autumn while you are still in good health. Elderly people often suffer bad attacks of 'flu because their resistance can be poor. Vaccination won't prevent you catching 'flu, but it will reduce the severity of the attack, and the risk of dangerous complications. Do go and see your doctor as soon as possible to discuss having the jab.**

*The pharmacist told me to keep my daughter's antibiotic in the fridge. Should I refrigerate all my medicines?*

**No. Whilst some medicines — like children's antibiotics — need to be kept in the fridge to be effective, others can be altered or destroyed by refrigeration. Storage conditions are an important part of making sure your medicines work properly. Follow carefully any instructions on the label, and, if you are not sure where or how to store your medicine, ask your pharmacist. He's the expert on medicines.**

*I am plagued by repeated attacks of mouth ulcers. What will help keep them at bay?*

**You are obviously susceptible to these infections, and there is little you can do to prevent the attacks. Ulcers are usually caused by a virus infection, and there are several treatments available from your local pharmacist. Ask him to suggest a mouthwash, gel or lozenge to help the ulcers heal.**

*My baby has developed an unsightly strawberry birthmark which is growing bigger. He is four months old. Is there anything I can do to get rid of it?*

**No. You should find that your son's birthmark will stop growing by the time he is six months old. In time, it will probably disappear by itself. Three quarters of these birthmarks have gone by the time a child is seven years old — and 95 per cent of them fade eventually. If you are concerned, discuss it with your doctor or health visitor next time you are at your baby clinic.**

**?** Can you suggest a new question for the National Pharmaceutical Association to answer in its provisional Press series? If you have a poser, perhaps one that your pharmacist routinely faces, and the NPA chooses to answer it through the media, C&D will pay you £25. Questions please, to the Editor, marked "NPA Q&A", *Over the Counter, Chemist & Druggist*, Benn House, Sovereign Way, Tonbridge Kent TN9 1RW.



*Active listening is more than just hearing...*



*People repeat themselves to make sure the listener heard...*



*Looking away will be seen immediately as a lack of attention...*

*Check for total understanding by summarising one or two of the main points...*



# PERSUASIVE COMMUNICATION

## Active listening

In the second of three articles on communication, Ken Howells, training controller for Vantage, explains that listening is as important as talking when selling. Our cartoonist Paul interprets.



*It is important not to interrupt...*

Training in listening has four objectives: to build an awareness of the importance to the business of listening; to increase understanding of the nature of listening and its impact on the total communication process; to analyse listening abilities and practices; to learn skills and techniques to improve listening effectiveness.

First let's define what we mean by listening. It's more than just hearing. The fact that we hear something doesn't mean that we are listening. That's only the first part of listening, the physical part when your eardrums sense sound waves. In active listening the listeners attitude of mind is critical, because it means listening sensitively and openly, and this is what leads to good communication and understanding.

Listening is just as active as talking, although most people believe the primary responsibility for good communication rests with the speaker. Active listening means being aware that you, the listener, have as much power to control the course of a conversation as the speaker and that you also have to take as much responsibility as the speaker for what is said.

So how can you take control when the customer is doing all the talking? It is because the points at which you decide to intervene, for instance to ask a question, will guide the way the conversation goes. When a customer is describing her symptoms, you can ask a question to check whether the symptom affects her continuously, or is only felt at specific times, so helping the customer to define the problem accurately.

To do this you will need to listen intently making sure to intervene only at points which will help to clarify the understanding both for you and the customer. It is important, however, not to interrupt the conversation with an anecdote, or with a statement, that you know someone else who has exactly the same symptom etc, before they have had the opportunity to finish speaking. This type of interruption only allows the conversation to

remain at a superficial and non-productive level.

The method of intervention — what to say and how to say it — does not always mean that it's necessary to speak; body language is a powerful communicator even when you are listening. A gesture, a smile, a questioning look, an encouraging noise shows that you are listening.

If you nod your head when someone is talking, you will encourage them to go on talking. It also signifies that you understand and agree with what they are saying.

Eye contact, however, is by far the most important body language gesture in communication. For example, if you look away when someone is speaking to you, it will be seen immediately as a lack of attention and care, and in some instances even hostility.

### Learning

You will need to conscientiously train yourself by saying: "I am going to listen to what this customer is saying". Listening does not come naturally. You must condition yourself to it. When listening, try not to let your mind wander or get lost in your own thoughts. You will not find it easy, because whenever anyone else is speaking, your own internal communication process is stimulated and you begin to think thoughts of yourself. To overcome this habit requires intense practice.

The next time you listen at any length to someone, notice how you filter out much of what they are saying as you talk to yourself in your mind, searching for a response before you've heard their main point, or even thinking about something their comments remind you of.

You will need to listen, too, when sequences of repetition develop in the customer's conversation. People really do tend to talk in circles. There are a number of reasons for this; they do not believe they have been understood, or even feel they were not listened to the first time, so they repeat it

again and again just to make sure the listener heard and understood what they said. When it occurs, do be aware that this repetition means something important to the customer.

It may well mean the need of assurance that the product they are about to buy is really what they need.

### Feedback

When you are sure you have allowed the customer to have a chance to explain her needs or wants, check for total understanding by summarising one or two of the main points made by her. If there were obvious repetition of any kind, then make sure to stress these points to prove that you had heard and understood what has been said. Of course most of the time it will be straightforward, but even then the degree of effort you give to listening will make the customer feel that you really want to help her. It is how shoppers are made into regular customers.

Certainly you must do a certain amount of talking in order to guide the conversation, but do remember, if the customer interrupts you, stop talking immediately and politely and actively start listening. If you don't, you can be sure that anything you say will be falling on deaf ears. Your customer at that stage is only interested in what she is waiting to say when you stop talking.

### Guidelines to active listening

1. Establish and maintain contact by looking at the customer when they talk to you.
2. Maintain a natural attentive posture that will show your interest.
3. Concentrate on listening intently with undivided attention to what the customer is asking or saying.
4. Use only verbal statements that relate to the customer's statements.

Start practising active listening today, it is the basis of excellent customer relations. Ask any customer!

# Multivitamins

The following list contains multivitamin preparations that can be bought over the counter. A review of the role of vitamins and guidance on who might need supplements can be found on pages 4 and 5 of this issue.

Vitamin content of the products in the list is expressed using the alphabetical classification. Contents list on packs may use the same convention, proper chemical names, or a combination of both. For reference, vitamin A is retinol, B1 is thiamine, B2 riboflavin, B6 pyridoxine, B12 cyanocobalamin, C ascorbic acid, D is calciferol or its derivatives and E is tocopherol.

Products in this list hold medical licences, but many familiar ranges of vitamins sold on pharmacy shelves do not. They are sold as food supplements, and the most common ones can be found listed on p20.

## Abidec Drops

Parke-Davis

A clear, yellow liquid containing vitamin A 4,000u, B1 1mg, B2 400 micrograms, B6 500 micrograms, C 50mg, D2 400u and nicotinamide 5mg in 0.6ml Under 1 year: 0.3ml daily Over 1 year and adults: 0.6ml daily

**Caution:** Excessive vitamin A and D can lead to hypervitaminosis 25ml £1.89, 2 x 25ml with two graduated droppers £3.35

### Abidec Capsules

Bright yellow, oval gelatin capsule containing an oily yellow-brown suspension. Each capsule contains vitamin A 4,000u, B1 1mg, B2 1mg, B6 500 micrograms, C 25mg, D2 400u and nicotinamide 10mg Adults and children over 7: One daily 250 £5.99

## Adexolin

### Seven Seas

Blackcurrant flavour colourless liquid. Each 1ml contains 35 drops, each drop contains vitamin A 5 micrograms, C 3mg, D 1 microgram Breast-fed babies, babies on non-fortified milk, all infants from weaning to 5 years: 10 drops daily Older children: 5 drops daily 10ml bottles with fitted drop dispenser £1.05, 50ml £3.15

## Alibee with C

A.H. Robins

Yellow and green capsules monogrammed "AHR" in black,

each containing vitamin B1 15mg, B2 10mg, B6 5mg, nicotinamide 50mg, calcium pantothenate 10mg and vitamin C 300mg

**Adults:** One to three daily **Children 6-12:** One daily 30 £3.17, 100 £9.97

## BC 500

Wyeth

Orange, oblong tablets, each containing vitamin B1 25mg, B2 12.5mg, B6 10mg, B12 5 micrograms, C 500mg, nicotinamide 100mg and calcium pantothenate 20mg

One daily

**Caution:** Not suitable for children 30 £2.51

## Becosym

Roche

Small dull brown tablets, each containing vitamin B1 5mg, B2 2mg, B6 2mg and nicotinamide 20mg One to three tablets daily 100 £1.03

### Becosym Syrup

Cherry-coloured syrup containing vitamin B1 5mg, B2 2mg, B6 2mg and nicotinamide 20mg in 5ml

**Children and adults:** 5-15ml three daily **Infants:** 5ml daily 100ml £1.48

### Becosym Forte Tablets

Round brown tablets, each containing thiamine 15mg, vitamin B1 15mg, B2 15mg, B6 10mg and nicotinamide 50mg One to three tablets daily 25 £1.55, 100 £3.98

Prices in this section are correct at time of going to Press. For latest packs and prices, see C&D Price Service

## Concavit

Wallace

Capsules, each containing vitamin A 5,000u, B1 2.5mg, B2 2.5mg, B6 1mg, C 40mg, D 400u, E 2u, nicotinamide 20mg and calcium pantothenate 5mg One daily 25 £2.68, 100 £7.41

### Concavit Drops

Drops containing vitamin A 10,000u, B1 4mg, B2 2mg, B6 2mg, C 100mg, D 800u, nicotinamide 25mg and dexamphenol 4mg per ml 0.5ml daily 15ml £2.17

### Concavit Syrup

Ingredients as for drops, in 10ml 5ml daily 150ml £2.52

## Remember

**Daily requirements** of vitamins are usually obtained from a well balanced diet.

**Among the groups** who may need vitamin supplements are the elderly, dieters, vegetarians, especially vegans, pregnant women and small children.

**Many vitamin preparations** also contain trace elements and minerals.

**It can be dangerous** to exceed the stated dose.

## Crookes Multivitamin

Crookes

Tablets containing vitamin A 4,000u, B1 1.5mg, B2 2mg, B6 1mg, B12 2 micrograms, C 50mg, D 400u, E 5mg, calcium pantothenate 5mg and nicotinamide 20mg One daily, at breakfast 30 £1.69, 60 £3.19

### Crookes Multivitamin with Iron

Tablets containing the ingredients above, with iron 15mg, copper 0.75mg, zinc 4mg, manganese 1mg and potassium iodide 0.2mg 30 £1.69

### Crookes Halibut Liver Oil

Capsules of halibut liver oil each containing vitamin A 4,000u and D 100u 120 £1.99

### Crookes Wheat Germ Oil

Capsules of wheat germ oil containing vitamin E 3mg 120 £2.75

## Dalivit Capsules

(P)

Paines & Byrne

Oval red, soft gelatin capsules of oily yellow suspension, each containing vitamin A 7,500u, B1 3mg, B2 3mg, B6 1mg, C 75mg, D2 1,000u, nicotinamide 25mg and calcium pantothenate 5mg

**Older children and adults:** One daily 100 £2.69

### Dalivit Drops

Deep yellow liquid containing vitamin A 5,000u, B1 1mg, B2 400 micrograms, B6 500 micrograms, C 50mg, D2 400u and nicotinamide 5mg in each 0.6ml

**Infants up to 12 months:** 7 drops daily **Over 12 months:** 14 drops daily 2 x 15ml bottles with integral dropper £1.67

## Evans Multivitamin Capsules

Evans Medical

Soft, oval, brown capsules each containing vitamin A 2,500u, B1 1.3mg, B2 1.7mg, B6 1mg, B12 4 micrograms, C 30mg, D 250u,

E 5mg, nicotinamide 19mg and calcium pantothenate 5mg

**Adults and children over 5:** One daily 60 £1.49

**Evans Multivitamins and Iron Capsules**  
Soft, oval, red-purple capsules, ingredients as above with addition of folic acid 10 micrograms and iron, as ferrous fumarate 12mg

**Adults and children over 5:** One daily 60 £1.49

### Evans Vitamin B Complex

Soft oval, pale green capsules each containing vitamin B1 5mg, B2 5mg, B6 5mg, B12 4 micrograms, nicotinamide 30mg and calcium pantothenate 30mg

One daily 60 £1.49

## Haliborange

Reckitt & Colman

Orange or blackcurrant flavoured tablets, each containing vitamin A 250mcg, C 25mg, and D3 5mg One daily 30 £0.99, 60 £1.75, 120 £2.79

## Halycitrol

LAB

Orange coloured and flavoured emulsion containing vitamin A 1.38mg (4,600u) and vitamin D 9.5 micrograms (380u)

**Adults:** 5ml daily. **Infants up to 6 months:** 2.5ml daily 114ml £1.76

## Ketovite Liquid

(P)

Paines & Byrne

A straw coloured liquid containing vitamin A 2,500u, D 400u, B12 12.5 micrograms and choline chloride 150mg in 5ml 5ml daily 100ml £2.36

## Minadex Chewable Vitamins

Seven Seas

Orange biconvex tablets, each containing vitamin A 4,500u, C 25mg and D 450u

**Children 3 and over:** One tablet daily

100 £1.99

#### Minadex Multivitamin Syrup

Orange, orange-tasting syrup containing vitamin A 4,000u, B1 1.4mg, B2 1.7mg, B6 0.7mg, C 35mg, D 400u, E 3mg and nicotinamide 18mg in 10ml Babies over 1 month: 5ml From 6 months: 10ml. Half of the above quantities when feeding dried milk 150ml £1.99

#### Minamino Compound

##### Chancellor

Raspberry-flavoured syrup containing amino acids, vitamins and minerals Adults: 10ml three times a day Children: 5ml four times a day. May be mixed with water 200ml £3.50, 500ml £6.95

#### Omega H3

##### Vitabiotics

Capsules containing 33 nutrients, including vitamins and minerals One a day 30 £5.95

(P) denotes that a product is **Pharmacy only** and can only be supplied under the supervision of a pharmacist

#### Orovite

##### Bencard

Maroon, sugar-coated tablets overprinted in white with the product name, each containing vitamin B1 50mg, B2 5mg, B6 5mg, nicotinamide 200mg and vitamin C 100mg

Adults: One tablet three times a day

25 £2.29, 100 £7.71, 500 £38.57

#### Orovite Syrup

Orange-flavoured solution, containing vitamin B1 20mg, B2 2mg, B6 2mg, nicotinamide 80mg and vitamin C 40mg in 5ml Adults: 10ml three times a day Children: 5ml spoonful three times a day 200ml £2.55

#### Orovite 7

Sachets of orange-flavoured granules containing vitamin A 2,500u, D2 100u, B1 1.4mg, B2 1.7mg, B6 2mg, nicotinamide 18mg and vitamin C 60mg Adults and children over 5: Contents of one sachet per day, dissolved in water 10 £1.88, 30 £5.36

#### Pharmaton

(P)

##### Unichem

Capsules each containing vitamin A 4000u, B1 2mg, B2

2mg, B6 1mg, B12 1 microgram, C 60mg, D 400u, nicotinamide 15mg, calcium pantothenate 10mg, rutin 20mg, dried ferrous sulphate 33mg, calcium phosphate 307.5mg together with several other minerals, and lecithin 66mg, and ginseng extract 40mg One daily 30 £6.75, 100 £17.25

#### Pregnavite Forte F

(P)

##### Bencard

Lilac sugar-coated tablets containing dried ferrous sulphate 84mg, calcium phosphate 160mg, vitamin A 1,333u, B1 0.5mg, B2 0.5mg, B6 0.33mg, C 13.3mg, D 133u, nicotinamide 5mg and folic acid 0.12mg Multivitamin and mineral supplement in pregnancy One tablet three times daily, during or after meals 84 £3.38

#### Scotts Emulsion

##### Beecham

White emulsion containing cod liver oil to provide vitamin A 1415u and D 75u in 10ml Adults and children over 6: 10ml twice a day 1-6: 5ml twice daily 200ml £2.29, 500ml £4.49

#### Super Plenamins

##### 3M Riker

Red, sugar-coated biconvex, ovoid tablets, each containing vitamin A 5,000u, B1 2.25mg, B2 2.25mg, B6 100 micrograms, B12 2 micrograms, C 40mg, D 300u, E 2mg, nicotinamide 20mg, dextranthenol 0.5mg, dried

ferrous sulphate 51mg, calcium phosphate 255mg, potassium iodide 0.2mg, copper sulphate 2.95mg, manganese sulphate 4mg, potassium chloride 5.6mg, zinc sulphate 4.4mg and magnesium sulphate 75mg One daily. Not suitable for children under 7 30 £2.85 60 £4.79

#### Supradyn Capsules

##### Roche

Capsules containing 12 vitamins and 8 minerals Adults: One or two daily Children One daily 30 £1.70, 60 £2.99

#### Supradyn Effervescent

Round tablets containing 12 vitamins and 8 minerals which dissolve to produce a lemon-flavoured, effervescent drink Adults: One daily Children Half a tablet daily 10 £1.55, 20 £2.75

#### Supradyn for Children

Strawberry-shaped, strawberry-flavoured chewable tablets, each containing 10 vitamins Children over 5: One daily 30 £1.05, 60 £1.95

#### Yeast Vite

##### Beecham

Brown tablets with "Y-V" on upper surface, each containing caffeine 50mg, nicotinamide 1.75mg, vitamin B1 0.167mg, B2 0.167mg in a base containing dried yeast and powdered cloves Adults and children over 12: Two every 3-4 hours. Not more than 12 tablets in any 24 hour period 50 £1.89, 100 £3.19

## Iron preparations

The following is a list of iron preparations which may be sold over the counter. Most are indicated for the treatment of iron deficiency anaemia, and would more commonly be dispensed on a prescription. Supplements are often prescribed to prevent iron deficiency, particularly in

pregnancy.

These products may, however, be purchased as many cost less than the standard prescription charge. Others may be purchased as an additional dietary supplement.

#### BC 500 with Iron

##### Wyeth

Red film-coated tablets, each containing vitamin B1 25mg, B2 12.5mg, B6 10mg, B12 5 micrograms, C 500mg, nicotinamide 100mg, calcium pantothenate 20mg and ferrous fumarate 200mg One daily

**Caution:** Not suitable for children 30 £2.73

#### Feospan

(P)

##### Smith, Kline & French

Clear, colourless capsules, ruby-red capped and filled with a mixture of green and red pellets, each containing 150mg dried ferrous sulphate (sustained release)

Adults: One daily Children over 1:

One a day. Capsule may be opened and pellets mixed with soft cool food. They must not be chewed 30 £1.55

#### Feroglobin B12

##### Vitabiotics

Syrup containing iron, vitamins and minerals including zinc 5-10ml three times a day 200ml £3.95

#### Ferrograd C

(P)

##### Abbott

Two layered, red film-coated tablet containing dried ferrous sulphate 325mg in a controlled release form and vitamin C 500mg

One a day, before food. Not recommended for children under 12 30 £1.98

#### Ferromyn Elixir

(P)

##### Calmic

Brown coloured liquid, containing ferrous succinate 106mg in 5ml

Adults: 5ml three times a day Children 5-10: 5ml twice daily 2-5: 2.5ml three times daily Up to 2: Up to 1ml twice daily 100ml £5.49

#### Fersaday

(P)

##### Duncan Flockhart

Ochre, film-coated tablets engraved "Fersaday" on one side, each containing ferrous fumarate equivalent to 100 mg

## Remember

**Iron preparations** can upset the stomach. They are best taken after meals unless the pack says otherwise. Sustained release products are generally better tolerated.

The absorption of iron can be reduced by taking it at the same time as indigestion remedies or tetracycline antibiotics.

It can be dangerous to exceed the stated dose, and iron preparations, like all medicines, should be kept well out of the reach of children.

## Iron preparations continued

### ferrous iron

**Adults:** One tablet daily. Not intended for children  
28 £0.78

### Fersamel

(P)

### Duncan Flockhart

Light brown tablets engraved "Fersamel" on one side, each containing ferrous fumarate equivalent to 65mg ferrous iron

**Adults:** One tablet three times a day. Tablets may be crushed or chewed

100 £1.54, 1,000 £12.40

### Fersamel Syrup

(P)

Brown aqueous suspension containing ferrous fumarate equivalent to 45mg ferrous iron in 5ml

**Adults:** 10ml twice a day, doubled if required **Infants/children:** 2.5-5ml twice a day

200ml £2.54

### Fesovit

(P)

### Wellcome

Capsules containing dried ferrous sulphate 150mg, vitamin B1 2mg, B2 2mg, B6 1mg, C 50mg, nicotinamide 10mg and calcium pantothenate 2.17mg Iron and vitamin supplement One daily  
30 £2.49

### Fesovit Z

Capsules as above, with zinc sulphate 61.8mg  
30 £3.71

### Folex 350

(P)

### Rybar

Pink tablets, marked "Folex 350", each containing ferrous iron 100mg (as ferrous fumarate) and folic acid 350 micrograms One daily  
30 £1.48, 100 £4.42

### Iron Jelloids

(P)

### Beecham

Black tablets, each containing ferrous fumarate 60mg, vitamin B1 0.17mg, B2 0.29mg, C 4.17mg and nicotinamide 1.67mg

Replaces lost dietary iron to improve the appetite and help prevent tiredness

**Adults and children over 12:** Two tablets twice a day

**Caution:** Tablets must be swallowed whole with a drink during or after meals, never on

an empty stomach  
90 £1.65, 150 £3.20

### Plesmet

(P)

### Napp

Blackcurrant-flavoured syrup containing the equivalent of 25mg ferrous iron per 5ml as ferrous glycine sulphate

**Adults:** 5-10ml three times a day

**Children:** 2.5-5ml two or three times a day according to age  
100ml £1.47

### Sytron

(P)

### Parke-Davis

Clear red mixture with a cherry taste, containing sodium iron edetate 190mg in 5ml

Iron deficiency anaemia

**Adults:** 5ml increasing to 10ml three times daily **Children up to 1 year:** 2.5ml twice daily **1-5:** 2.5ml three times daily. **6-12:** 5ml three times daily  
500ml £2.93

## Tonics

The preparations in this list are traditionally used for loss of appetite and as a general pick-me-up.

### Effico

### Pharmax

Green-coloured syrup containing vitamin B1 0.18mg, nicotinamide 2.1mg, caffeine 20.2mg and compound gentian infusion 0.31mg in 5ml

**Adults:** 10ml **Children:** 2.5-5ml. To be taken immediately before meals, three times a day. May be diluted with water  
300ml £2.10

### Glykola

(P)

### Sinclair

Dark red, syrupy liquid containing caffeine 20mg, calcium glycerophosphate 30mg, ext kolae liq 0.12ml, chloroform spirit 0.12ml, liq ferri perchlor 0.01ml and spirit vini rect 0.5ml in 5ml

5-10ml three times daily after meals

**Caution:** Should be given with care to patients with a history of peptic ulceration. Take after food  
125ml £2.20, 250ml £2.75

### Koladex

### LAB

Tablets, each containing caffeine 21mg and dried extract of kola nuts 4.5mg

One to three tablets may be sucked or chewed at any time during the day

**Caution:** Do not give to children. Do not take more than eighteen tablets per day. Avoid taking before bedtime  
24 £1.20

### Labiton

### LAB

Red-brown liquid containing thiamine 0.75mg, p-aminobenzoic acid 4mg, kola nut dried extract 6.05mg, alcohol 2.78ml and caffeine 7mg in 10ml

**Adults:** 10-20ml twice daily. Not recommended for children

**Caution:** Contains alcohol  
200ml £2.40, 1 litre £9.11

tablets three times a day, after meals. Not to be given to children under 12 except on medical advice

90 £2.59, 150 £3.32

## X89 Geriomar

### Pan American

Capsules, each containing paraminobenzoic acid 25mg, haemato porphyrin 0.25mg and dimethylaminoethanol 15mg

Tonic for geriatrics  
One daily

**Caution:** Should not be taken in conjunction with oral diabetic therapy or sulphonamides  
30 £1.90

## Food supplements

In the full listing we have concentrated on products which hold a medical licence, but vitamins are on the borderline between medicines and foods, and many household names from the vitamin shelves in your pharmacy are sold purely as food supplements. We list some below.

### Blackmore's (Blackmores)

A full range of food supplements, multivitamins and many single vitamins, including B6, C, family multivitamin and mineral

### Cantassium (Larkhall)

A full range of food supplements, multivitamins, childrens vitamins and single vitamins

### Healthcrafts (Booker)

Large range of food supplements, multivitamins, childrens vitamins and single vitamins

### Lanes (Lane)

Range of single vitamins and capsules

### Ribena Children's Vitamins (Beecham)

Children's vitamins A, C and D

### Seven Seas Berries (Seven Seas)

Fruit-flavoured chewable capsules, range of six

### Seven Seas (Seven Seas)

Full range of multivitamin and single vitamin supplements

### Sanatogen (Fisons)

Claimed to be the market leader. Full range of multivitamins with calcium and with iron, children's vitamins and single vitamins (see *Past Month in Review*, p22).

### Vitalert (Chemist Brokers)

A range of multivitamin tablets aimed at particular users — children, dieters, exercise, men, smokers, stress, teenagers, etc

### Vykin (Beecham)

Multivitamin capsules

### Zestavite (Wallis)

Range of multivitamins and children's vitamins, and single supplements

### Minadex Tonic

### Seven Seas

Orange, orange-flavoured tonic containing vitamin A 650u, vitamin D 65u, iron (as ferric ammonium citrate) 12mg, potassium glycerophosphate 2.25mg, calcium

glycerophosphate 11.25, manganese sulphate 0.5mg, copper sulphate 0.5mg

**Children 6 months-3 years:** 5ml twice a day **3-12:** 5ml three times a day

**Adults:** 10ml three times a day  
200ml £2.15, 400ml £3.29

### Phyllosan

### Beecham Health Care

Black tablets, each containing ferrous fumarate 35mg, nicotinic acid 8.5mg, vitamin B1 0.166mg, B2 0.333mg, C 5mg

**Adults and children over 12:** Two

Prices in this section are correct at time of going to Press. For latest packs and prices, see *C&D Price Service*

# The past month in review

It has been a busy month for launches, as the next five pages reveal. Haircare companies have been particularly active, with Wella, Clairol, Garnier, L'Oréal, Revlon, Beecham, Elida Gibbs and Inecto among those launching brand new ranges or making important additions to existing best sellers.

There are signs, too, of the impending Winter months, as LRC and Reckitt & Colman announce range additions to their established Galloways and Lem-sip brands, and other companies tweak existing pack configurations for more impact on shelf.

So get up-to-date with the new faces you are likely to be seeing on the shelves of your pharmacy in the coming months. Further details on them all can be found in the "Counterpoints" pages of the last five issues of *Chemist & Druggist*.

## Babycare

### SMA gets bigger

The ready-to-feed SMA babymilks have been available only in 250ml packs — until now. A one litre economy pack has been launched, which is easier to handle, and provides enough for a day's feeds. Or if baby doesn't finish it, it will keep in the fridge for up to 48 hours. Shelf talkers and on-pack flash, together with leaflets in SMA powder packs and adverts in professional journals, support the launch.

Wyeth. Tel: 0628 604377  
£1.39



### An Amigo called Supa-trainer

The Amigo boil proof, dishwasher proof and shock proof baby mug Supa-trainer, has an easy fit lid (in a choice of five colours), optional flow control and is made from lightweight polycarbonate. East Midland Toiletries. Tel: 0602 812830  
£2.25

### Suit up for Winter

Stockists of baby goods will be interested in the latest arrivals from Joytime Continentals — a range of one and two-piece Winter suits. The all-in-ones come in two variants: a pale pink padded suit (starting at £14.99) with neck stud fastenings detachable booties and a matching hood and a darker showerproof with nylon padded lining. The two piece range features dungarees and jacket, some with shirts to match (starting at £18.99). All suits are machine washable. Joytime Continentals. Tel: 01-278 4433.

### That's handy!

Nursery Wipes "Handipack" is a pocket-sized pack of 25 mildly antiseptic wipes for mum or for cleaning baby's bottom — they can be flushed away after use. Lewis Woolf Griptight. Tel: 021-414 1122.

## Beauty

### From here to Eternity

Next month, selected pharmacies will be selling Eternity... in a bottle. It's the new Calvin Klein

fragrance, described as a contemporary version of a classic floral scent. There are three sizes of perfume and eau de parfum, and a luxury body cream. Calvin Klein. Tel: 01-629 9643  
Prices £28.50-£115

### An update on Rochas

Madame Rochas comes up to date with an improved, longer lasting fragrance and new packaging featuring mother-of-pearl damask on white, with the name in gold letters framed in the red Rochas house colour. There are four sizes of extract spray, two sizes of eau de parfum and three sizes of eau de toilette. A beauty line called "7 caresses" consists of a soap, moisturiser, bubble bath, nourishing cream, powder, deodorant atomiser and non-greasy oil, all with French names. Advertising runs until December. Rochas Parfums. Tel: 01-961 6440  
Fragrance prices £19-£90, 7 caresses £9.50-33

### Tong, brush and steam

Morphy Richards' steam tong/brush combination hair curler is multi-voltage, so it can be used abroad. The brush attachment is removed so that the tongs can be used. The use of the steam facility produces a longer lasting curl. A ready dot indicates when the curler is at the right temperature. Morphy Richards. Tel: 0709 585525  
£9.99

## For Men

### Changes to Pino Silvestre

Pino Silvestre comes in dark green and aquamarine "pine cone" bottles, with matching pyramid shaped boxes. The new look is part of a relaunch, by new sole agents, which also involves new point of sale material, an advertising campaign and a Venice holiday offer to the retailer with the best Pino Silvestre window display. Carronshore Marketing. Tel: 0324 558505



### More Vanderbilt

The Vanderbilt fragrance range is joined by an eau de parfum, which is said to contain a higher concentration of floral essences than the eau de toilette, while being delicate and discreet. Parfums Vanderbilt. Tel: 01-937 5454  
Natural spray vaporisateur 25ml £12.95, 50ml £19.50, classical flacon 30ml £12.95, 50ml £19.50

## Electrical

### Carmen goes zzzz

Z-shaped curls can be yours in seconds with Carmen's new Twist and Curl tongs. The black and pink tongs have been targeted at teenagers, and are said to be easy to use.

House of Carmen. Tel: 061-681 8321  
£8.95



### Showerfresh for men

Nicholas' new Radox Showerfresh moves into the male market, said to be the fastest growing in the shower gels sector, with a deodorising hair and body shampoo. The product is said to offer natural refreshment and an

*Continued overleaf*

Prices in this section are correct at the time of going to press. For latest packs and prices, see C&D Price Service

Continued from p21

effective deodoriser in a mild formulation. It comes in a distinctive opaque, blue, hooked bottle. Nicholas. Tel: 0753 23971 258ml £1.59

### Ténéré reaches out

The new male fragrance range from Paco Rabanne is Ténéré. It hit Harrods last October but we've had to wait a year — 800 chemists will stock the range initially. The spicy-floral fragrance is available in eau de toilette, aftershave, shaving foam, deodorant, all-over shampoo and soap.

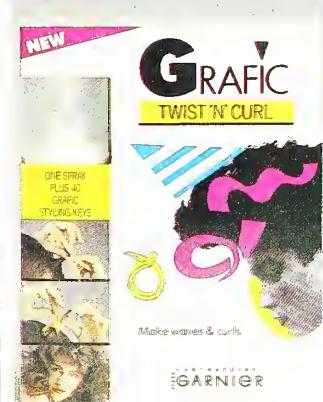
Distributors: Creative Fragrances. Tel: 01-391 4200 Prices range from £7.50 to £38

### Haircare

#### Grafic Twist 'n Curls

A kit for temporary curls is Grafic's Twist 'n Curl, said to be ideal for quick hairstyle changes and targeted at 16-24 year olds. It comprises 16 small yellow keys, 24 large blue ones and a non-aerosol styling spray. Keys are "unique curling rods", with a key-hole that locks hair strands into place; the two sizes produce different effects. The spray gives maximum hold without stickiness. TV adverts, Press adverts and special offers support the launch.

Laboratories Garnier. Tel: 01-937 5454 £4.99



#### Energance gets an extra hold

The latest styling mousse from Energance will give extra firm hold, and because it is alcohol free, it will not dry the hair, say L'Oréal. A micro-diffuser allows even distribution. L'Oréal. Tel: 01-937 5454 150ml £1.99

#### Inecto Au Naturel

Inecto have launched three Au Naturel shampoos in peach, avocado and herbal variants and a conditioner to complement the range. Inecto Haircare. Tel: 01-579 1221 All 200ml £1.79



## Contrasts by Wella

Contrasts is a range of hair colouring kits for home use, aimed at 19-34 year olds. Three variants — light blonde highlights; gold blonde highlights and rich autumn glow low lights — come in colour coded boxes. Each contains a double layer cap, metal hook, wide application brush and instruction leaflet. Adverts in women's magazines run until the end of the year.

Wella GB. Tel: 0256 20202 £4.25



#### More Shockwaves

A sculpting glaze and volumising gel spray have been added to the Shockwave range, the glaze in a container with a flip top cap and the gel spray in a pump action bottle. The glaze combines strong hold and shine, is particularly effective for smoothing over straight hair or defining curls, and is a totally new type of styling product, say Wella. The gel spray is a finishing product, said to combine the strength of a gel with the ease of a spray. Advertising is in teenage magazines.

Wella GB. Tel: 0256 20202 Glaze 140ml £1.75, gel spray 150ml £1.95

#### Repack for Silvikrin

Silikrin haircare ranges — hairsprays, shampoos and conditioners — have been repackaged "to appeal to the modern consumer". There are larger, brighter Silvikrin reed motifs on pearlised containers, and the fifteen products have been

labelled to emphasise their benefits. On-pack offers, and a £3m January ad campaign support the relaunch.

Beecham Toiletries. Tel: 01-560 5151



#### Volumising Stylite

A pump action, natural hold spray has been added to Wella's Stylite range. It is said to work from the inside out, giving all hair types volume, by coating each strand of hair for thickness, and manageability. The two mousses in the range have been repackaged in "stronger, brighter" colours; pink for natural control and blue for firm hold. Shelf-talkers and money-off coupons support the changes. Wella GB. Tel: 0256 20202 All £1.95

#### The right Format

Clairol's Format is a range of conditioning hair styling aids — gel, mousse, gel spray and hair revitaliser — all containing panthenol. All the products are ozone friendly, and the mousse, which is alcohol free, comes in a recyclable can. The gel spray, which contains a sun-screen, and the revitaliser, targeted at 20-34 year olds to provide "just washed freshness", are both available in trial packs of 50ml for 49p. The total advertising spend on the range is £2.

Bristol-Myers. Tel: 0895 639911 Gel 150ml £1.69, mousse 50ml, gel spray 175ml, hair revitaliser 200ml all £2.09



## Hello Sanara

Sanara sounds like a Japanese greeting, so say hello to Wella's new haircare range that they say is 100 per cent environmentally friendly — even the packaging is recyclable! Only natural, 100 per cent biodegradable ingredients, which have not been tested on animals are used. The range consists of gentle and enriched care shampoos, intensive conditioning treatment and a non-aerosol hairspray, all perfumed with natural extracts of lavender, patchouli and bergamot. Sampling and Press advertising start in November.

Wella GB. Tel: 0256 20202

Prices in C&D Price List

So Revlon have launched Nutrasome enrichment shampoo and a supplement containing trioxyl complex, both said to be quick and easy to use.

Revlon. Tel: 01-568 4466  
Both £6.95

### Pump sprays in Harmony

The creative hold variant in the Harmony hairspray range now comes in a pump action container. Pack design is said to echo the rest of the range, with a modern image. Elida Gibbs. Tel: 01-486 1200. 100ml £1.49

### Healthfoods/Vitamins

#### Sanatogen additions and changes add up to seven

Fisons' have launched four Sanatogen health supplements and relaunched their three single vitamin products. New are evening primrose oil capsules 250mg, enriched with borage oil, one-a-day natural garlic oil perles 2mg, ginseng capsules made from 600mg of six year old ginseng root, and royal jelly capsules 150mg, blended with honey and wheatgerm. Relaunched are vitamin B complex tablets, chewable vitamin C 30mg tablets, which have an improved orange flavour, and vitamin E 400u capsules. All seven products come in different packs to the multivitamins in the range. The packs are square, white plastic, tamper-evident containers with colour-coded caps and "sophisticated" labels, which list ingredients and their nutritional

values. They will be advertised in the Press and on television from January to April. Display units, posters and consumer leaflets also

support the launch.  
Fisons Consumer. Tel: 0509 611001  
Prices in C&D Price List



### Crookes' new look

Following a successful trial in the Tyne Tees region, Crookes' new packs of multivitamins are available nationally. Formulations are unchanged, but packs now feature a sunrise orange. The words "one a day" no longer feature prominently. Ribbed banners proclaim the word "multivitamin" and the variant type, distinguished by orange "with iron" and green "without iron" banners.

Crookes Healthcare. Tel: 0602 507431

Booker under the American Nutrition label. Ester-C-60 (30 £1.59) contains the equivalent of 240mg vitamin C and Ester-C-250 (30 £2.69) the equivalent of 1g vitamin C.

Booker Nutritional Products. Tel: 0932 336366.

### Oral Hygiene

#### Teeth get fresh with Wisdom

Two products to care for dentures, and fibre dental floss and tape are the latest additions to the Wisdom range. Denture Fresh bath and brush come in pink, blue, yellow and green. Both are in outers of 12. Wisdom floss and tape both come in waxed and mint waxed variants, and together with interproximal set, disclosing tablets and shatterproof mirror have been repackaged and relaunched as the Wisdom range of dental accessories.

Addis. Tel: 0992 584221  
Denture Fresh bath £1.25; brush £1.09; Wisdom floss and tape £0.99 (trial price)



#### New way for vitamin C

Ester-C is a new supplement containing esters of Vitamin C and calcium which is being launched by

(P) denotes that a product is **Pharmacy only** and can only be supplied under the supervision of a pharmacist

Prices in this section are correct at the time of going to press. For latest packs and prices, see C&D Price Service

### Going bald?

Thinning hair needs special care.

## Amplex goes into a spray

The Amplex mouth freshener range now includes a mouth spray. The fresh mint, non-aerosol spray is said to be discreet and easy to carry. It comes on a backing card: all the products in the range now come this way, so that they can be displayed with the spray in a new unit.

Nicholas Laboratories. Tel: 0753 23971  
£1.49



## OTC Medicines



### Blackcurrant Lemsip

Lemsip, flavoured with whole blackcurrant, contains paracetamol 650mg, phenylephrine 5mg, sodium citrate 500mg and ascorbic acid 10mg. It is for headache, fever and body aches in adults and children over 12 years old. The dose is one sachet four times a day. Television advertising starts on October 30.

Reckitt & Colman. Tel: 0482 26151  
5 £1.15, 10 £1.85

### Karvol's benefits

Karvol is the latest product to benefit from a new look. A green vignette logo and a peacefully sleeping toddler has replaced the old logo and child. Karvol also benefits from new display units and point of sale material, television and Press advertising and consumer leaflets, competitions and sampling.

Crookes Healthcare. Tel: 0602 507431



### LRC stock up for Winter

LRC are launching two cough medicines this month, as part of a promotion with the NPA of their Winter products (see *C&D*, Aug 26 p308). Galloway's bronchial cough care contains ephedrine 15mg and guaiphenesin 100mg in each 10ml dose which is taken four times a day by adults and children over 12 years. Seven to 12 year-olds take 5ml up to four times a day. Original Galloway's will be repackaged in line with the new Pharmacy only product. Consumer advertising runs from December to February.

Buttercup syrup honey and lemon contains ipecacuanha 13.9mg, glucose 5.08g, menthol 1.32mg, honey 0.33g and lemon juice 1.1ml in each 5ml. Children under 12 take 5ml and those over 12 take 10ml, every two to three hours. Pack sizes and prices are the same as for original Buttercup syrup, which will be flashed "traditional flavour". Advertising runs from November until the end of December.

LRC Products. Tel: 01-527 2377  
Galloway's bronchial (P) 125ml  
£1.89

### Crampex changes

Guaiphenesin 60mg has been removed from Crampex tablets. The pack design has been updated, and two sizes added, the old size will be discontinued when factory stocks are exhausted.

International Laboratories. Tel: 061-945 4161  
24 £1.70, 48 £2.55

### Milupa gets throaty

Only herbal extracts and natural ingredients make up Pulmoll lozenges. There is mild honey and aniseed; strong liquorice, honey and menthol; extra strong eucalyptus and menthol; and sugar-free liquorice, honey and menthol. Counter display units have free sample dispensers. Consumers can also sample the lozenges through magazines and coupons.

Distributor Jenks Brokerage. Tel: 0494 33456  
£0.89

## Lem Plus for Winter misery

Adults with cold and flu symptoms are targeted with Lem Plus cold relief capsules, which contain paracetamol 300mg, caffeine 25mg and phenylephrine 5mg. The dosage is one or two every three to four hours with a maximum daily dose of eight of the green and yellow capsules.

Wallis Laboratories. Tel: 0582 584884  
24 £1.59

## Personal Hygiene

### For ladies

Ladyblade is a twin blade razor with 31 soft nylon ribs across the face, to stop nicking, and a wide handle for extra control, say its makers. Packs of three are blister packed on to cards of 12.

Brookline Delta. Tel: 01-739 5655  
£1.99

### Good news for sore feet

Scholl have added a pure mineral chiropody stone to their footcare range. The stone (£1.25) can be used for the removal of corns, callouses and hard skin, with packaging having a light grey background colour with the traditional yellow and blue.

Scholl UK. Tel: 01-253 2030

## Skincare

### Ski Lips go invisible

Invisible Ski Lips has been added to Ambre Solaire's UV ski screen range. The colourless protector has a factor of 15, and contains moisturising ingredients to ensure minimal dehydration. It complements the existing White Ski Lips.

Laboratories Garnier. Tel: 01-937 5454  
£3.49

### Hand care gets intensive

Vaseline Intensive Care extends to handcare with hand and nail formula. The lotion contains vitamin E, aloe vera and keratin. A £1m Press and television advertising campaign starts next year.

Elida Gibbs. Tel: 01-486 1200  
Bottle 160ml £1.69, tube 65ml £0.99

## Photographic

### SR-G in new Konica packs

A new series of colour negative film from Konica is the SR-G — 100, 200, 400, 3200 and professional 160. They come in boxes with the new, lighter blue Konica corporate colour, and each speed is easily distinguished because the numbers are in a larger size print.

Konica (UK). Tel: 01-751 6121  
Prices as for SR-V series

### Polaroid go for Definition

Instant-film specialists Polaroid are moving out into other formats with the launch of Definition film. The company say Definition will be available in all the popular formats, speeds and sizes for prints, with high definition chrome film for colour slides in 36 exposure ISO 100. Point of sale material and consumer advertising will support the launch.

Polaroid (UK). Tel: 0727 59191.  
Packs and prices in *C&D* Price List

### Plenitude addition

Action Liposomes is the latest product in L'Oréal's Plenitude skincare range, and is described as a "restructuring daily care cream", with the cream structure reflecting the skin's own inner make-up. A £2m TV and women's Press campaign will support the launch and trial sizes will be available in-store.

L'Oréal. Tel: 01-937 5454  
£6.99

(P) denotes that a product is Pharmacy only and can be supplied only under the supervision of a pharmacist.



## Sundries

### Lite Legs go ribbed

Black and gunmetal are the shades of Lite Legs ribbed tights, knitted using nylon and Lycra. They don't ladder so easily, and don't wrinkle around knees and ankles, say Scholl. Scholl (UK) Ltd. Tel: 01-253 2030 £3.15

### Lucozade Sport drink

Available to Londoners only, it is a slightly sparkling, orange-flavour drink, said to fight dehydration by replacing fluid and minerals lost during exercise, because it is rapidly absorbed. It comes in a can with a stay-on ring pull, for added safety, say Beecham. There is POS, consumer offers, and TV advertising in February, when the drink becomes available nationally. Beecham Bovril Brands. Tel: 01-560 5151 330ml £0.39



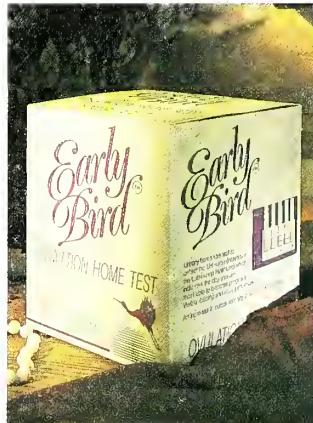
### Pops are sugarfree

A new sugar substitute called isomalt is found in Pops lollipops. In five natural flavours and five colours, pops each contain 40mg of vitamin C. Each lollipop is packed on a card with a smiling face. Display units hold 50, and consumer leaflets on isomalt are available. A.L. Simpkins. Tel: 0742 348736 £0.15



### One Step to a Clearplan

Clearplan One Step replaces the Clearplan ovulation test kit. A test stick is placed in a stream of urine for five seconds, the cap is replaced, and if blue lines appear in the test windows after five minutes, the result is positive. The test is used on five consecutive days, to determine when fertilisation is most likely to occur — it is said to be over 95 per cent reliable. It uses a monoclonal antibody technique to detect lutenising hormone which is produced just before ovulation. Unipath. Tel: 0234 47161 £17.99



### Testing time

Kent's new Early Bird ovulation test contains five tests to detect the surge in hormones that indicates ovulation is occurring, and can therefore be used by couples trying to have a baby to improve their chance of conceiving. Each test has a built in colour comparison control pad for precise reading of the results. The urine test takes about 25 minutes. Kent Pharmaceuticals. Tel: 0233 638614 £12.95

## Toiletries



### A natural repellant?

Natrapel contains citronella 10 per cent and aloe vera 15 per cent and smells of lemons. Sounds nice, but it repels insects — mosquitoes, black flies, midges, gnats and fleas. The company says it will appeal to the environmentally aware among us, because it is non-oily, non-toxic, does not damage fabrics or plastics, and comes as a pump spray or lotion. Distributors: Arrowmed. Tel: 0420 64300 4oz £2.89

### New moist wipes in chemists

From October's Wake-ups and Kleen-it wipes will be available in pharmacies. Wake-ups are impregnated with ginseng, alcohol, menthol and water to help refresh tired drivers, and Kleen-it are impregnated with detergents, oils and fragrance to remove stains and heavy dirt from hands. Wake-ups come in pull-out dispenser pack and Kleen-it have packs with flip-top lids. Wendexim. Tel: 0494 722461 Wake-ups 60s and Kleen-ups 40s, £2.30

### A Simple shower

Simple's moisturising shower gel is perfume and colour-free, making it ideal for those with delicate skin, and for all the family — male and female, say Albion. It comes in a hooked plastic bottle with flip-top lid.

Albion Group. Tel: 01-941 4105 250ml £1.85

### Vegetables? No... soaps

Speciality soaps manufacturer Creightons now have a range that they say is 100 per cent vegetable based. Each pack illustrates the main ingredient — variants are natural oatmeal, jojoba oil, goats milk, aloe vera, natural honey and vitamin E. Creighton Laboratories. Tel: 0903 745611 100g £1.10

**Prices** in this section are correct at the time of going to press. For latest packs and prices, see *C&D* Price Service



## Radian-B moves into baths

The Radian-B range is moving into the bathroom with two new lines. Radian-B mineral bath is available in both liquid and salt versions in polythene bottles which contain enough for 22 baths.

Fisons say the product is positioned to "soothe away aches and pains in a relaxing bath", with combined usage encouraged by positioning alongside the Radian-B range. The launch will be supported by regional television and Press campaigns.

Fisons Consumer. Tel: 0509 611001 Liquid 500ml £1.79, salts 500g £1.47

# Clockwise

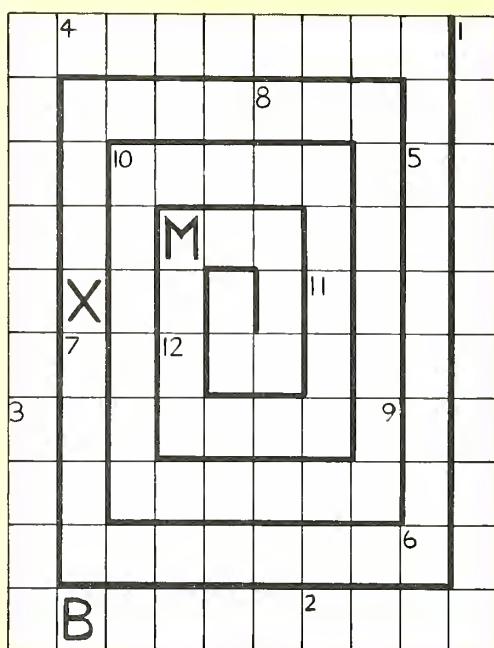
1. Makers of Abidec (6,7)
2. Used for cleaning the teeth (10)
3. Seasonal sneezy illness (3,5)
4. Robins' cure for coughs (10)
5. City that's home for Robinsons (7)
6. Reckitt & Colman's one a day vitamins (11)
7. Press-ups, aerobics, physical jerks (9)
8. Roche's children's vitamins (8)
9. Vitamin B3 by a more common name (12)
10. Haircare for the over 40s? (7)
11. Milk product (7)
12. Home brew specialists (3,6)

Find the answers to the 12 clues and fit them clockwise in the squares in the grid. The last letter of each answer becomes the first letter of the next answer. Some letters have been added to help. Send the completed grid to the address below.

Entrants must be assistants employed in a registered pharmacy for a minimum of 6 hours in a normal week. Only one entry is allowed from any one person. The answers and names of the winners will appear in the next issue of *Over the Counter*.

Closing date for entries: **Monday, October 16.**

Send completed answers to *Clockwise, Over the Counter, Chemist & Druggist*, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.



Name .....

Pharmacy .....

Address .....

S	A	N	A	T	O	G	E	N	M	E	A
L	F	D	O	C	I	F	F	E	G	L	T
O	E	A	E	E	X	T	R	N	A	C	T
R	R	L	C	X	E	D	A	N	I	M	E
T	S	I	O	D	O	R	L	S	E	I	T
I	A	V	I	V	O	L	U	E	N	N	I
C	D	I	R	B	O	N	I	O	O	A	V
Y	A	T	I	I	I	L	X	N	T	M	A
L	Y	L	G	L	R	O	E	E	A	I	T
A	A	A	B	I	D	E	C	N	T	N	S
H	V	E	G	E	E	T	A	B	E	O	E
L	A	V	R	E	N	E	B	E	M	S	Z

1 .....

2 .....

3 .....

Name .....

Pharmacy .....

Address .....

**£125 to be won**

The five readers submitting the first correct entries opened after the closing date will each win £25.

Abidec  
Adexolin  
Benerva  
Dalivit  
Effico

Fersaday  
Haliborange  
Halycitrol  
Linus  
Metatone

Minadex  
Minamino  
Redoxon  
Sanatogen  
Zestavite

Find these 15 vitamins, iron supplements and tonics in the grid. Ring them round and when you have done all 15, the letters remaining spell out, left to right, top to bottom, three "foods" traditionally associated with getting enough vitamins. Fill these in the spaces provided, add your name and pharmacy details and send it to the address below.

Entrants must be assistants employed in a registered pharmacy for a minimum of 6 hours in a normal week. Only one entry is allowed from any one person. The answers and names of the winners will appear in the next issue of *Over the Counter*.

Closing date for entries: **Monday, October 16.**

Send completed answers to *Wordsearch No 6, Over the Counter, Chemist & Druggist*, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

# Diary

## NPA courses

Details and booking forms for all courses are available from the training department of the National Pharmaceutical Association, Mallinson House, 40 St Peter's Street, St Albans, Herts. Tel: 0727 32161.

## Sterling Health courses

Further details on Sterling Health's Educare Roadshows are available from Les A'Boe, operations manager, Sterling Health, 1 Onslow Street, Guildford GU1 4YS. Tel: 0483 505515.

## Vichy courses

Further details on Vichy's all-day skincare training seminars are available from Sandra Plato, company training manager, Vichy UK Ltd, 15 Nuffield Way, Abingdon, Oxon OX14 1TJ. Tel: 0235 26747.

## Last month's quiz answers

- (b) It is aspirin which should not be taken with warfarin-like anticoagulants.
- (c) Mammography detects breast cancer.
- (b) Fluoride, in drinking water, as tablets, drops, toothpaste or mouthwash, helps strengthen teeth.
- (c) The fungus *Candida Albicans* causes thrush. Athlete's foot and ringworm are caused by different strains of *Tinea*.
- (c) Filing down toe nails into the edges is not recommended because it encourages ingrowing toenails — painful!
- (a) Verucca is the common name for a plantar wart. Like all warts, they are contagious and persistent!
- (a) Older people tend to have dry skin. It needs extra care to prevent wrinkles appearing.
- (c) The colour of foundation worn should match your skin tone exactly.
- (c) Breast cancer is found mainly in women over 30, and especially in post-menopausal women.
- (a) Chemex took place at Olympia this year. It's the annual exhibition for pharmacy, and well worth a visit.



Pharmacy assistants Samantha Jones and Venna Arnold (far left and left) receive their certificate as winners of A.H. Robins pH Perfect Experience competition from territory manager Anita Martin. Looking on are pharmacist David Greenwood and Robins regional manager David Kettle. Samantha and Venna, of Greenwood Chemist, Wells, Somerset, won a day out in London in a chauffeur-driven Rolls, lunch at the Savoy and £1,000 spending money

The following courses are for pharmacy assistants

### October

3	Birmingham	Skincare	Vichy
4	Birmingham	Skincare	Vichy
10	Sheffield	Success in selling/Customer care	NPA
11	Sheffield	Principles of merchandising/Product presentation	NPA
12	Sheffield	Advanced selling/Effective sales promotion	NPA
17	Hendon	Gastrointestinal tract	Sterling Health
17	Bournemouth	Skincare	Vichy
18	Southampton	Skincare	Vichy
24	Bradford	Skincare	Vichy
25	Sheffield	Skincare	Vichy

### November

7	Bromley	Skincare	Vichy
8	Croydon	Skincare	Vichy
14	London	Skincare	Vichy
15	London	Skincare	Vichy
21	Manchester	Skincare	Vichy
21	Bristol	Gastrointestinal tract	Sterling Health
28	Welwyn Garden City	Skincare	Vichy
29	High Wycombe	Skincare	Vichy

Organisers of courses for assistants can be featured in this column by sending details to *Over the Counter, Chemist & Druggist*, Benn House, Sovereign Way, Tonbridge TN9 1RW.



## Vixens meet challenge

This quartet of assistants from Vantage Pharmacies in Halifax Road, Wadsley Bridge, and Exchange Street, Sheffield, recently tested their agility and stamina in a Krypton Factor-style charity assault course in Sheffield's Norfolk Park.

The course covered a third of

a mile and featured a total of ten obstacles including a tube crawl, net and ten foot wall. But, (left to right) Alison, Lynn, Julie and Sue surprised themselves by coming third in the competition, a mere 22 seconds behind the winners!

The girls raised over £100 for local charities.

## Last month's winners

### Quiz No3

#### Mrs Gillian Goodrich

Wilsden Pharmacy, 200 Main St, Wilsden, Bradford.

#### Susan Gidden

N.K. Jank Chemist, 32A Eltisley Ave, Cambridge

#### Mrs M. Collins

Aneurin Evans Chemist, 42 High St, Barry

#### H. Hough

R.E. Bowden (Chemist), 3 Chester Road East, Shotton, Deeside

#### Rita Patel

Hillrise Pharmacy, 222 Brixton Hill, London SW2

### Match-Up

#### J. Hayward

Boots The Chemists, 122 High St, Sittingbourne, Kent

#### Mrs. A.A. Shah

Springfield Pharmacy, 818 Stratford Rd, Sparkhill, Birmingham B11

#### Miss G. Robertson

Boots The Chemists, 109-111 South St, St Andrews, Fife

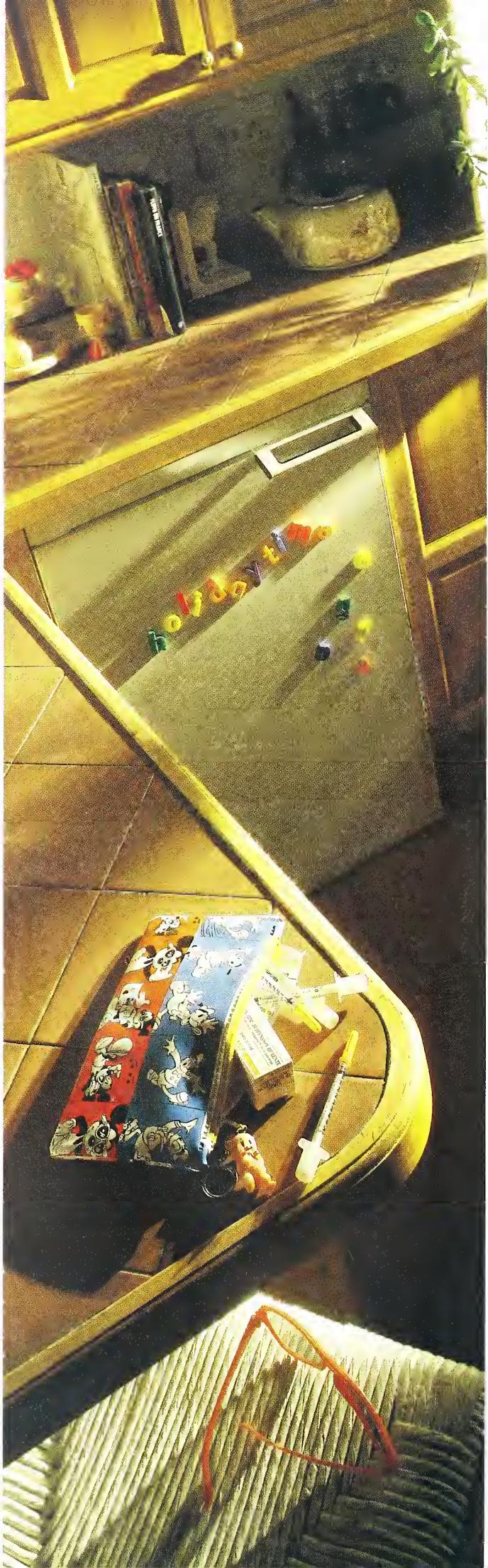
#### Diane Davenport

Speke Chemist, 17 Broad Lane, Kirkby, Southdene, Merseyside

#### Karen Hogg

Lightfoot Chemist, 16 Scotland Rd, Stanwix, Carlisle

350 MILES  
AWAY,  
IT'S NICE  
TO KNOW  
THAT LITTLE  
CLARE SMITH  
ISN'T ALONE.



It's so easily done. A family holiday to Penzance, a million things to remember, and in all the excitement one small thing is forgotten. In 9 year old Clare Smith's case, that one small thing turned out to be her insulin.

Unfortunately for Clare, it was an insulin not normally used in the Cornwall area, and to complicate matters further, it was August Bank Holiday.

Beside herself with worry, Clare's mother contacted all the duty pharmacies in the area without success.

That's when Rajesh Patel, pharmacist at the Vantage Chemist, stepped in. Aware of the possible implications, he immediately telephoned the manager of the Paignton branch of AAH Pharmaceuticals at home and explained Clare's plight.

The response was immediate—a special delivery was arranged by van, necessitating a round trip of some 180 miles. Rajesh Patel described it as an overwhelming level of service and one given without hesitation.

An exceptional case? Maybe, but not an exceptional service for any branch of AAH Pharmaceuticals. We know we hold your reputation in our hands and that's a responsibility we take seriously. All day every day, our people go out of their way to provide you with support and back-up that's second to none.

Call your local AAH Manager today and we'll prove it.

This advertisement is based on real people and events. For the sake of confidentiality, names and locations have been changed.

**VANTAGE**

**LINK**  
PHARMACY  
SYSTEMS

**HILLCROSS**  
GENERICS

THE  
HEALTH CARE  
CENTRE

**STATIM**  
FINANCE LTD



**AAH**

PHARMACEUTICALS  
LIMITED

We're always there  
we always care.